

# ILANA MORENO

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**EDUCATION** **Washington University in St. Louis, Sam Fox School of Design and Visual Arts**  
GPA 3.52, BFA in Fashion Design, Minors in Writing and Drama, May 2013  
**Santa Reparata International School of Art, Study Abroad**  
Florence, Italy, Spring Semester 2011

**HONORS** **YMA Fashion Scholarship Fund Recipient 2013**  
**Elliot Scholar** Graduation Honor for School of Design and Visual Arts, May 2013  
**Dean's List** Spring 2010, Spring/Fall 2011, Spring/Fall 2012

**EVENT PLANNING & MARKETING** **BrandLinkDC, Events Assistant** | September 2013 - June 2014 | Washington, DC  
Worked directly with the Event Coordinator and Event Director to plan and execute events for a variety of luxury clients  
Managed and prepared contracts with vendors, budgets, invoices, staffing assignments and run of shows  
Developed and published social media content (with supervision) for clients and the company itself; updated websites  
Led marketing outreach and small event coordination for client's specific target markets

**Art Soiree Productions, Marketing Assistant** | June 2013 - September 2013 | Washington, DC  
Art publicist company that hosts events and exhibitions to support and showcase local artists  
Improved and managed customer experience through direct sales and guest interactions  
Increased brand visibility through online and press advertising

**Moment Magazine, Editorial and Event Intern** | June 2013 - September 2013 | Washington, DC  
Collaborated with the editor to coordinate events including print materials and logistics, as well as expanding fundraising outreach  
Assisted in publication by working on layouts, copy-editing articles and research

**Alpha Phi Red Dress Gala Committee, Invitations and Sponsorship** | Summer - Fall 2012 | Saint Louis, MO  
Designed the invitation according to national requirements using software such as Adobe Illustrator and Adobe Photoshop  
Compiled lists of contacts and potential donors and acquired donations through cold calls and visits to various establishments

**WolfTrap Opera Company, Stitcher/Wardrobe Assistant** | Summer 2011 | Vienna, VA  
Managed actors' wardrobe and props for two different operas  
Oversaw costume quick changes for actors during shows, ensuring that changes were efficient and completed within time limits

**Affairs Boutique, Sales Associate** | Summer 2010 | Washington, DC  
Interacted daily with the owner and manager on special projects such as providing input on ways to enhance customer's shopping experience, organizing and maintaining the store layout and visual displays, and the planning of special events

**PRODUCTION** **Wai Ming Studio, Intern** | Sept. 2012 - May 2013 | St. Louis, MO  
Worked with designer of contemporary womenswear collection  
Improved efficiency by creating and organizing database of invoices and garment details  
Developed print media for marketing purposes

**Naeem Khan Ltd., Technical/Production Intern** | Summer 2012 | New York, NY  
Contributed to the inner-workings of a small-sized luxury design company, focusing on the processes from garment collection conception to completion including production and sales  
Assisted Mr. Khan on mood boards, research, and digital fabric print and designs

**VOLUNTEER** **In Shifra's Arms, Communications** | August 2014 - Present | Washington, DC  
Assist in the creation and implementation of social media campaigns for fundraising and social outreach  
Edit and review content for website and blog

**Missouri Historical Society, Collections & Exhibitions** | Fall 2010 | St. Louis, MO  
Worked directly with the head curator for the costume collection to catalog collection pieces from the 20th century through photographs, documentation, and online and library research sources

**LANGUAGES** **Spanish** (Advanced Comprehension)  
**Italian** (Conversational)  
**Papiamentu** (Elementary)  
**HTML & CSS** (Elementary)  
**JavaScript** (Elementary)

**PROFICIENCY** **Adobe CS5.5** (Illustrator, InDesign, Photoshop, Bridge)  
**Microsoft Office**  
**ConstantContact, Vertical Response**  
**WordPress, Blogger, Weebly**  
**Twitter, Instagram, Facebook, Pinterest, LinkedIn**

