

Laura Shepard

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EDUCATION

International Fashion Academy, Paris, France
MBA in Fashion Business

July 2013

Southern Methodist University, Dallas, TX
Honors Program
Bachelor of Arts in Advertising
Minor in Fashion Media and Psychology

May 2012

GPA 3.3

SMU Summer in Paris, Study Abroad
Five-week program focusing on French history and culture

May 2011-June 2011

WORK EXPERIENCE

Diane von Furstenberg

March 2013

Paris, France
Showroom Intern

- Shadowed Account Executives and assisted them during appointments with retail buyers.
- Assisted with visual merchandising of the clothing and accessories in the showroom.
- Dressed and styled models before they were presented to the buyers.

Janet Rice Interiors

January 2012-May 2012

Dallas, Texas
Interior Design Intern

- Assisted with production and execution of photo shoots for editorials in various Dallas publications.
- Gathered material samples, scouted furniture, and placed and followed up on client orders.
- Maintained social media accounts including Facebook and Instagram.

Vive Media

September 2011-December 2011

Dallas, Texas
Marketing and Social Media Intern

- Created strategic online marketing plans for clients incorporating digital and social media campaigns.
- Participated in weekly strategy meetings with the marketing team.
- Increased social media presence of clients using viral Facebook and Twitter campaigns.

Love Tennis

March 2011-September 2012

Dallas, Texas
Retail Sales Associate

- Assisted owner with the visual merchandising of the boutique.
- Consulted with owner about current trends and helped make buying decisions.
- Worked with customers to understand needs and meet those needs to make a sale.

Mercedes-Benz Fashion Week Swim

July 2010

Miami, Florida
Volunteer

- Set up for each fashion show: arranged seating assignments and assembled gift bags based on designer specifications.
- Ushered guests and dealt with seating conflicts
- Shows worked include: Trina Turk, Beach Bunny, Cia Marítima, Luli Fama, and Red Carter

The Fashionistas

January 2010-May 2010

Dallas, Texas
Fashion Event Planning Intern

- Set up and worked events such as Shrin Askari's debut fashion show
 - Arranged for donations to silent auction and other events
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COLLEGE ACTIVITIES

SMU Retail Club PR chair
Blogger: SMU Fashion Journalism & SMU Style
Chi Omega Sorority PR and Marketing Committee
Chi Omega Social Committee
Vice Chair of Membership, Student Foundation
Designer, Southern Methodist University Yearbook

SPECIAL SKILLS

Adobe Creative Suite (InDesign, Photoshop, Illustrator)
Google Analytics, Google Adwords, Wordpress, Blogger
Social Media Fluency
Microsoft Office Suite (Word, PowerPoint, Excel)
Languages: intermediate Spanish & basic French