



New Paltz
STATE UNIVERSITY OF NEW YORK

**INTERNATIONAL STUDENT PROGRAMS
INTERNSHIP REPORT**

FASHION

LaceUpStyle

(Management)

- Opportunity to come up with concepts and create original editorial content featuring active wear available on and off laceupstyle.com
- Research and contact potential candidates for the Lace UpStyle Warrior Influencer series, contact celebrity representatives
- Female athletes and influencers to take part in interview for laceupstyle.com
- Attend buy appointments with fashion/active wear brands and help with seasonal assortment selection and more.

DVF Studio, LLC

(Management)

- Assisting in the review and approval of licensed products
- Assisting with legal copyright applications seasonally
- Researching and analysing competitive market
- Maintaining licensed design binders

Giorgio Armani Corporation

(Management)

- Retail side: will assist across all levels of marketing and events for the retail boutiques for all Giorgio Armani, Emporio Armani and Armani Casa locations throughout the U.S.
- Wholesale side: will assist with sample tracking for events and photo shoots,
- Creative requests for direct mail and advertising,
- Shipping and tracking all event materials, online business maintenance etc.

DNKY

(Sales)

- Review Selling Reports and help with weekly sales flash class selling and best sellers
- Store visits with coordinators to learn what happens once goods hit the stores
- Assist Web accounts and sample process
- Intern will have an ongoing project that she will manage and present to team at conclusion of internship.

(Marketing)

- Conduct market research and pricing strategies
- Create line sheet and prepare selling tools for next collection release
- Work on selling and market recaps for the accessories division
- Create a data base for our Tech line and work on pricing and make sure system is updated
- Preparing Sell-In-Buy booklets for major domestic accounts
- Checking accuracy for new orders post-market
- Assisting with weekly shipping reports by account, assisting during market appointments
- Assisting in the update of selling reports, preparing samples for meetings/shoots in order to gain product knowledge.

Marc Jacobs

(Marketing)

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Michael Kors

(Management)

- Create seasonal merchandise guides for department stores
- Update weekly availability and fax to specialty stores
- Gather competitive information thru store visits and on-line
- Participate in all aspects of
- Market Week and assist Account Executives with projects

Rolando Santana Global Holdings

(Marketing)

- Learning about showroom management and maintaining a tidy showroom for clients, editors and media meetings, assisting our in-house Prive Stylist with private clients, store appointments and stylists.
- Assisting PR Director in organizing PR media lists
- Inputting data into sales/marketing tool, Thread vine.
- Production tasks such as sourcing zippers, fabrics, swatches. Other office duties as assigned.

Sergio Rossi USA

(Management)

- Work along with head of Retail, head of Wholesale and the President of Sergio Rossi on trends analysis reports
- Create seminars/buy books for store visits done by retail buyer/wholesale manager/wholesale assistant
- Update selling reports, sales/clientele analysis weekly/monthly
- Perform store visits and assist with market appointments and tracking/shipping all samples, reorders/returns

Want Agency (USA) Inc.

(Management)

- Assist with press management/media alignment
- Management of monthly press coverage reports and analytics to determine effectiveness.
- Assist with event planning and execution with existing retail accounts poised for growth.
- Daily communications with network of media + retailers, conduct media analysis.

Jimmy Choo

(Human Resources- Management)

- Prepare Hiring Packets
- Plan employee events and trainings
- Assist with internship program
- Handle HR related documentations and personnel reports

(Management)

- Perform the administrative and operational functions in support of retail production and the order entry and management process
- Analyze and interpret business issues/competition as well as gain an understanding of our store needs and flow of product, preparing various ad hoc analyses for product categories
- Updating public and privately held company

YSL

(Management)

- Compile weekly selling reports and seasonal analysis
- Manage inventory, transfers, receipts, invoices, and consolidations
- Compose weekly communications to retail stores and training materials
- Assist with in-market buys and showrooms and coordinate samples/live merchandise

(Marketing)

- Competitive analysis of CRM Activity
- Learn how to use basic client database and produce basic client analysis
- Learn how marketing programs are executed from strategy to execution and post-program analysis
- Research Marketing & Advertising Strategies in Mexico

Charlotte Olympia

(Management)

- Update weekly selling reports
- Showroom assistance and creation of shoe database
- Tracking, coordination, packing and shipping of worldwide samples
- Assist with sales appointments and store visits

Suit Supply

(Finance)

- Sales Forecasting
- Monitoring Sales Associate's productivity on a weekly and monthly basis
- Audit daily transaction reports
- Create /oversee monthly retail operations calendar; Expense and Budget Management

Vera Wang Group, LLC

(Human Resources- Management)

- Assist in special HR projects; post-internships/full-time positions on job/college boards.
- Interviewing for next semester's interns; monitor and organize HR office files; processing new hires.
- Support Bridal Services; alterations by greeting brides and assist bridal stylist during alteration appointments.
- Assist in preparing merchandise packaging for pic-up and shipments..

Carolina Herrera

(Management)

- Attending merchandising meetings, reviewing line sheet and price point.
- Participate in domestic market and help prepare for Paris market.
- Assist with the ordering of any entry/buy presentations.
- Participate in trunk shows and selling days; learn the selling reports and participate in the analysis of relevant sales data, to feed back into sales cycle.

Tods Group

(Marketing)

- In charge of events competitor's analysis-retail,wholesale and PR.
- Assisting in event's organization -confirming the vendors,putting together the event schedule and event execution in New York
- Assisting in the regional and national advertising media plan.
- Assisting with communication to the stores and other departments; helping with logistic-coordination of all the messenger and the fedex shipment.

Kahn Lucas

(Marketing)

- Plan and facilitate lifestyle and product e-commerce photoshoots
- Market research
- Develop 2 new fashion tech social shopping sites
- Assist brand director with daily tasks

Ix Style

(Finance)

- Assist with calculating financial projections for next few fiscal years
- Help marketing team hit their target sales objectives
- Help calculate ROI for ad sales, PR efforts, etc.
- Support operations with practical business efforts, including financial and marketing effort

FINANCE/ BANKING/ SERVICE

IEX Group, Inc.

(Marketing)

- Primary responsibility will be working with our market surveillance team
- research market manipulation
- Work with a vendors to engaged to implement alerts when practices we monitor for are observed
- Help test the newly-deployed system to ensure such behavior is properly identified

Karen Rand Associates

(Accounting)

- Assisting in maintaining accounting records using accounting software programs
- Assist in managing accounting functions for clients including the purchasing cycle (i.e., recording payables, processing payments)
- The sales cycle (i.e., issuing invoices, recording deposits)
- Assisting in processing sales tax returns, and assisting in processing payroll.

Banca IMI

(Finance)

- Supporting the Head of Origination Debt Capital Markets by assisting with development of a dossier of various US financial institutions used for internal use;
- Creation of internal memos regarding clients' FI status, updating of pitch presentations;
- Researching information using Bloomberg terminal;
- Drafting of term sheets for new bond issuance's;

Chardan Capital Markets

(Marketing)

- Work closely with the Sales team
- Maintain client/account relationship database
- Perform market research/analytics
- Be exposed to Bloomberg Terminal and assist in daily operations and projects as needed

Le Pain Quotidien

(Accounting)

- support CFO office with general accounting work
- perform financial planning
- provide analysis support for cash forecasting

Divine Capital Market LLC

(Marketing)

- Utilize social media to engage with a community of fans/followers online and increase social media presence
- Coordinate online marketing and advertising campaigns
- Collaborate with internal departments on projects and assignments
- Use social media communication strategies to continuously engage the online community. Creating original content for The WealthWise Exchange that is disseminated via the divine website and social media

(Finance)

- Support investment banking valuation projects
- Review published research (macroeconomic) highlighting comparative long-term valuation metrics against the business cycle (sector research)
- Updating public and privately held company profiles and regulatory topology for our biofuels/biochemicals report
- Help to update our monthly sector technical analysis survey (technical/quantitative)

GuideVine Technologies, Inc.

(Marketing)

- Help develop a scalable analytics system
- Shadow advisor coaching calls
- Co-manage social media communications
- Support for advisor onboarding process

Skandinaviska Enskilda Banken

(Management)

- Perform client research for upcoming meetings
- Create report of top 10 most important clients in US for Siemens
- Potential client research, looking at US business details
- Industry research/analysis

H.C.Wainwright & Co.

(Management)

- Assist Corporate Access team in building out processes for documentation
- Assist Corporate Access team in facilitating Non-Deal Roadshows
- Assist Corporate Access team in covering institutional accounts relating to Corporate Access events
- Coordinating with Corporate Access for efficient interfacing between investors and companies during corporate events, in house meetings and travel

REAL ESTATE

Douglas Elliman

(Marketing)

- Constructing a marketing plan to be implemented and used throughout the year
- Manage marketing budget, including selection of ad buys and PR opportunities
- Read daily trades to keep in touch with the current market trends and deals, search for leads for possible new listings;
- Manage client database to search for new business opportunities.

PR/MARKETING/ADVERTISING

Gluttony

(Digital Marketing)

- Create competitor decks reviewing the differences in design and aesthetic
- Work on designs and infographics for Gluttony brand, to be used on the web and on social media
- Visual proofing and designing results decks for campaigns
- Concepting initial visual director for potential campaigns; research new design trends

Krupp Communications

(Management / PR)

- Assisting in PR events and event planning.
- Account research, assembling press kits, media clips and mass mailers.
- Writing itineraries, agendas and recaps, creating and vetting media lists.
- Participating in meetings and brainstorming.

Situation Interactive

(Management/ Marketing)

- Working to support clients in the Broadway and live events markets
- Assisting with the creation of project plans and assisting with estimation of project budgets
- Working with design and development teams to execute a wide range of interactive projects
- Assisting with the Quality Assurance process, and assisting with the packaging of materials and transmission of files

Landor Associates

(Marketing)

- Ad hoc research on prospective and current clients
- PR/marketing needs (e.g., media opportunities, thought leadership,)
- Tracking Landor news coverage and updating reports, reviewing thought leadership content, drafting communications as needed
- Joining team conference calls
- Liaising with Landorians in other markets

Macias PR

(Digital Marketing / PR)

- Research reporters
- Write media pitches and press releases
- Design and create marketing materials
- Help with a new PR service using SEO background.

LAUNDRY SERVICE, 247Group

(Management)

- Aid in any research tasks, to support social strategy or content building
- Draft social copy or prepare social content, as instructed and needed by her team
- Monitor any appropriate competitor content, to support client team
- Post on behalf of the client, only when instructed and approved by manager

Linda Gaunt Communications

(Management)

- Support coordinators with product requests/samples and mailings
- Organize press clips and write media alerts
- Assist with client events
- Maintain and organize sample inventory

Kucerak and Company

(Marketing)

- Assist with creating weekly and monthly pitches for clients
- Assist with execution of editor, tastemaker and celebrity seeding
- Research blogs, magazines, websites for our clients
- Assist with monthly activity reports for clients and help maintain keep all media lists updated.

The Velo Group

(Marketing)

- Understand the needs of our clients' businesses and target markets: Develop strategic development skills and tactics and presentation skills
- Develop skills in market research and reporting and competencies in workflow planning
- Develop team-based work competencies, plan and participate in client work sessions
- Write case studies and key pieces of strategic documents/presentations

ENTERTAINMENT

WNET, Great Performances // WNET, Dept. of Program Acquisition and Scheduling

(Design / Production)

- Research, transcription, screening tapes, photo/film licensing, archiving and filing, and tape duplication.
- Assisting production and post-production processes, local shoots and observing edits.
- Helps with the acquisition and scheduling of programs for digital broadcast services
- Helps with the continued development of digital on-air look

Fete NY

(Management)

- Working alongside junior and senior planners as they work on the planning, research, sourcing, budget, contracts, purchasing
- Communications, and project management portions of many different corporate, wedding, and private party events.

Bertelsmann. Inc.

(Management)

- Ongoing production support for a suite of HR systems and third-party integrations
- Build, write and design user manuals for all 3 modules
- System training design, troubleshooting, etc. on a daily basis as needed
- Providing for customer service orientation towards internal/external business partners and end-users

SONY Music Entertainment - Epic Records

(Management)

- Research and reach out to relevant brands for music video product integration. Establish and maintain relationships with brand partners.
- Strategic marketing and structure of a record label and roles within each department.
- Create one sheets and manage gratis CDs. Updates iTunes report and buy links (sales).
- Keeps track of our artists' shows/events and manages tickets. Manages packages sent to clients.

SERVICE/RECRUITING

OneWire

(Management)

- Supporting the core business-to-business sales.
- Supporting the business-to-consumer efforts.
- Support other day to day projects as possible.

NON PROFIT

Wikia

(Digital Marketing)

- Sales planning by creating excel spreadsheets with media plans for advertisers
- Performing research on accounts, contacts, current ad programs, then inputting data into CMS
- Posting campaign reports
- Screen shooting current ad campaigns

YAI/National Institute for People with Disabilities' Network

(Management)

- Assisting with advertising, recruitment, and benefit administration
- Assisting with individual and group interviews
- Database management
- Conducting executive diversity research project

Center for Communication, Inc.

(Marketing)

- Assist at events (check-in, seating, collecting feedback, etc.).
- Prepare seminar packets, update database of speakers, students, and professors.
- Write summaries of seminars, attend seminars (CenCom On Locations/Industry events).
- Read media trades and research media trends for future seminars.

TECHNOLOGY

GuardLab

(Management)

- Create a marketing campaign using social media, mobile, print, email and web
- Event planning and management
- Operational logistics

FOOD & BEVERAGES

Lavazza Premium Coffees Corp.

(Supply Chain- Management)

- Provide end-to-end logistical support for the Customer Logistics Team
- Administer logistical programs aimed at increasing supply chain efficiency and provide proactive communication related to service
- Provide daily support
- Work with other departments

Eataly NY LLC

(Human Resources- Management)

- Screen applicants, schedule and attend interviews
- Post job descriptions and update status of positions
- Prepare new hire paperwork and coordinate onboarding process
- Setup and prep for orientation, training, and staff classes

INFORMATION SERVICE

Straightline International, Inc.

(Management)

- Supporting ongoing industry and prospect research and analysis for Straightline's clients and prospects.
- Analysis of client-provided qualitative and quantitative brand strategy-related research and studies.
- Creating company and individual summaries in support of project initiatives
- Participate in project discovery research, including stakeholder interviews support, logistics, transcription and analysis.

PRODUCTION

Blowback Productions

(Media)

- Work closely with the Producer and production team
- Assisting with network deliverables for programs in post-production
- Research and fact-checking on prospective shows
- Transcribing footage, and writing film and TV show reviews

INDUSTRY

