

Brigid O'Neil

FASHION MARKETING AND MANAGEMENT

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EDUCATION

Savannah College of Art and Design (SCAD)
BFA Fashion Marketing and Management
Expected Graduation Spring 2025
3.87 GPA; Dean's List 2022-present

SKILLS

- Microsoft Excel Certified
- Microsoft PowerPoint
- Microsoft Word
- Adobe Illustrator
- Adobe InDesign
- Canva
- Teamwork and collaboration
- Strong initiative
- Punctuality
- Strong writing skills
- Active listener

PROFESSIONAL EXPERIENCE

Anatomie

June 2024 - Present

Social Media and Influencer Intern

- Created social media posts and stories to increase engagement on digital channels.
- Managed a social media platform with over 100k followers and responded to customer inquiries, comments, and UGC.
- Managed an influencer relations platform and established relationships with people to create content for social channels.
- Developed a marketing strategy to bring new consumers to a pop-up shop.
 - Worked with the store manager to create physical marketing materials and partnered with local charities to implement give-back events to support local causes.

Savannah College of Art and Design (SCAD)

September 2024 - Present

Peer Mentor

- Used my academic knowledge to assist other students in perfecting their work.
- Worked with students across multiple departments to create time management solutions.
- Provided feedback and assistance across topics ranging from editorial shoots, Excel problems, research strategies, proper AI usage, etc.
- Fostered personal and professional connections with my peers by connecting with them and finding better ways to approach assignments or difficult concepts.

J.Crew

June 2023 - Present

Retail Associate

- Practiced tactics to meet and exceed personal sales goals.
- Effectively used technology to fulfill nationwide orders and distribute them.
- Developed strong communication skills to connect with customers and exceed personal and store sales goals.

Retail Associate

June 2022 - January 2023

Anthropologie

- Learned about conversion rates, turnover, and meeting daily sales goals.
- Connected on a personal level with customers to create brand loyalty.
- Collaborated with associates to exceed store goals.

ACADEMIC EXPERIENCE

January 2024 - March 2024

SCAD PRO: User Centered Research for Business

- Researched extensively into the future of the luxury industry for ten weeks and determined what the major societal trends of the next decade will be.
- Discovered answers surrounding how to increase the longevity of luxury brands in the next decade due to threats of accelerated digital change and the impact of Gen Z.