

**SANDRA REESE**  
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## **Education**

**Smithtown High School East**, Fall 2010 – Spring 2014  
St. James, NY - High School Advanced Regents Diploma

**State University of New York at Cortland**  
Cortland, NY – Bachelor's Degree in Communications 2018

**Fashion Industry Essentials Certification Program**  
Parsons School of Design x TeenVogue – Winter 2015

## **Experience**

**Resident Assistant (RA)**, SUNY Cortland, Fall 2016

**Fresh Beauty (LVMH) Communications Intern**, Fresh Headquarters NYC, Summer 2016

- Assist in development and coordination of press events and press mailings\
- Manage Global Monthly Reporting for executive team\
- Update and maintain Fresh Master Beauty List with new contacts, editor moves and address changes for print, broadcast and online contacts at a national and regional level\
- Oversee closest organization, inventory and stock including managing all product mailings and fulfill/track media requests\
- Maintain and update Global Communications Events Library

**Writer/Social Media Coordinator**, The Odyssey Online, SUNY Cortland Fall 2015- Present

- Created a Facebook and Twitter page
- Promote articles written by writers each week, recruit new writers using new media
- Submit weekly articles by deadlines

**PR/Social Media Volunteer**, Vitiligo Research Foundation October 2015- Present

- Help gain followers and spread awareness using PR skills, Editor of Facebook page
- Research recently published articles, new research discoveries and inspirational stories related to Vitiligo
- Travel to NYC location when available to help with office work

**“Style Guru” Intern**, CollegeFashionista Fall 2015- Present

- Write fashion articles about college fashion and latest trends
- Photograph models included in articles
- Work with editors to improve writing skills, meet weekly deadlines
- Attend promotional events

**The Life/ Beauty Style Express Writer**, Sonic Eclectic Summer 2015

- Developed ideas related to everyday life that people can relate to
- Topics included: Fashion, Beauty Products, Love, Advice
- Worked with editors to improve writing skills
- Met weekly deadlines of three articles a week

**Film Editor/Technician**, Cortland State Television (CSTV), Spring 2015

- Edited film for television use
- Managed sound, film, lighting, and cameras on CSTV set
- Wrote and brainstormed ideas for skits/shows
- Worked closely with new media applications and social media

## **Employment**

**Hostess**, Miller's Ale House, Summer 2015

- sat guests, organized seating chart
- time managed, ensured customer satisfaction

**Party Leader**, Pump it Up Inflatable Party Zone - Bohemia, NY

- Employed from July 2012 -December 2014
- Coordinated birthday parties and other events for children ages 5+
- Worked with parents to ensure maximum satisfaction

### **Awards/ Recognitions**

#### **State University of New York at Cortland**

- National Society of Leadership and Success**, Presidential Status, Spring 2015 - Present
- Dean's List**
- Outstanding New Student Award**, Fall 2015

### **Unaffiliated Achievements**

#### **Featured in "More than My Skin" Blog and Oloris Supergal – Fall/Summer 2015**

- Submitted pieces that were chosen and published
- Recognized for excessive efforts to raise awareness
- Promoted awareness through social media/PR

### **Volunteer Work/ Activities**

#### **SandyRE Lifestyle Blog**, Fall 2015- Present

- created unique logo and blog using Wordpress
- report on lifestyle events and fashion
- used new media techniques to gain viewers

#### **Cortland Writer's Association**, SUNY Cortland, Fall 2015 - Present

- organize competitions, submit work for publications, improve writing skills

#### **Kindness Games Organizer**, Tackan Elementary School, Spring 2014

- Organized a fundraiser that raised over \$2,000 for the ReesSpecht Life Foundation

#### **International Studies**, Smithtown High School East, Spring 2014

- Chosen as a participant in the World Strides International Discovery Program
- Traveled to various cities and historic landmarks within Italy

**Interests** -Fashion, social media, event planning, blogging, photography, film/television, childcare, cosmetology, music

**References available upon request.**