

# MALLORY BROOKE KOHLMAYER

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**OBJECTIVE** To utilize my talent, creativity, education and experience to help further the overall success of the Chicago fashion industry by securing a position in the fields of Merchandising, Marketing and/or Public Relations. Looking to join a company with objectives to meet and exceed current performance by use of passionate, results-driven, innovative and efficient team players.

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**EDUCATION** ILLINOIS STATE UNIVERSITY Normal, IL • August 2005-May 2008

- Bachelor of Science in Family and Consumer Sciences
- Major Concentration in Apparel Merchandising; Minor in Business Administration

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**WORK EXPERIENCE**

**OFFICE DIRECTOR, SKIRT PUBLIC RELATIONS** Chicago, IL • August 2008-Present

- Assist all employees with billing/finances, media lists, promotional mailings, events, pitching, assembling press books, research projects, answering phones, general office upkeep, etc.
- Interview, hire and manage all interns for 10-week internship programs (4-5 interns per season)

**CONTRIBUTING WRITER, STITCHES FASHION PROGRAM** Chicago, IL • June 2008-Present

- Contributing story writer to the Chicago Stitches Fashion Program's online blog
- Regular volunteer for the Chicago Dept. of Cultural Affairs, GenArt and other local organizations

**FREELANCE STYLIST AT ORIGINAL PENGUIN** Chicago, IL • June 2007-Present

- Create seasonal retail product guides distributed to all Original Penguin US retail managers for visual merchandising, employee presentation, and sales purposes
- Break down merchandise by fabrication, fit, design details, styling and customer type to enhance knowledge of the product, customer-associate interaction and retail sales

**MERCHANDISING INTERNSHIP AT ORIGINAL PENGUIN** New York, NY • Summer 2007

- Assistant to the Vice President of Sales and Merchandising, Original Penguin Women's Division
- Requested to serve as a team leader in the Women's Division resulting in delegation of former duties to other interns while undertaking Junior Account Executive responsibilities
- Analyzed/presented key sales reports at weekly meetings with Director of Operations/Planning
- Participated in strategic marketing elements of Women's Division including merchandise buy for upcoming seasons, design and pricing decisions, event-planning, sales calls, shipment tracking, etc.

**MARKETING INTERNSHIP AT VISION POINT OF SALE, INC.** Glenview, IL • Summer 2006

- Assisted CEO and Vice-President Sales and Marketing with various clerical tasks
- Created 300+ page Equipment Reference Guide presented to all members of Sales and Technical Team to enhance customer service efficiency and sales efforts

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**EDUCATIONAL ACTIVITIES**

**APPAREL MERCHANDISING & DESIGN ASSOCIATION** Fall 2005-Spring 2008

- Head Coordinator of Annual Illinois State University Fashion Show Fundraiser
- Personal responsibility for motivating student designers, recruiting models, venue preparation, campus/community publicity, budget management, calendar upkeep, and ultimately show's success
- More than doubled fundraising capital, publicity efforts and event attendance from previous year's show while minimizing budget by \$1,500+
- Left lasting impression- Apparel Merchandising and Design program granted great campus-wide attention and additional funding, Tim Gunn of Bravo's Project Runway set to host event next year

**PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA** Fall 2005-Spring 2008

- Chairperson of Annual Illinois State University Fashion Show with personal responsibility for working with retailers, selecting clothing, recruiting models, and choosing music for program

**NATIONAL SOCIETY OF COLLEGIATE SCHOLARS** Fall 2006-Spring 2008

- Membership by invitation only based on grade point average and class standing

**ZETA TAU ALPHA NATIONAL SORORITY** Fall 2005-Spring 2008

- Campus leader in University involvement, top membership and grade point average standing
- Lead 90+ members through executive council positions and as head Recruitment stylist

**TEEN VOGUE'S FASHION UNIVERSITY** Fall 2006

- Chosen to attend New York City seminars by top professionals in the fashion industry