

Anne Laughlin

Current Address:

17 Country Lane
Northfield, IL 60093
(847) 927-1988

alaughli@nd.edu

Permanent Address:

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Northfield, IL 60093
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Objective: To obtain a summer position that will develop my fashion marketing, public relations, and consulting skills.

Education: **University of Notre Dame**, Notre Dame, IN
Bachelor of Business Administration, May 2010
Concentration: Marketing
University of Notre Dame, London, England *January 2009-May 2009*
Loyola Academy 2006, Wilmette, IL

Experience:

Marketing Internship

Jennifer Miller, East Hampton, Southampton, & New York, NY
Intern at a fine and faux jewelry boutique May, 2008- August 2008

- In depth training of various stones, metals, cuts, and finishes for jewelry
- Developed personalized marketing skills to work individually with the upscale clientele
- Inventory and security control, maintained an organized sales floor, and presented an upbeat and professional atmosphere
- Assisted PR director to select pieces for magazine spreads and advertisements

Boutique Internship

S'agaro and Faux, Winnetka, IL
Intern at Upscale women's shoes, handbags, and jewelry boutique December 2006-January 2007

- Organized inventory and assisted customers with their purchases
- Strengthened my communication skills and learned the value of a customer

Project Management

Trash to Class: a "Green" Fashion Show, Notre Dame, IN
Couture Designer & Committee Member December 2008

- Designed couture using recycled materials and clothing from second-hand stores
- Contributed to organizing, planning, and initiating the first sustainable fashion show at Notre Dame
- Used ticket sales and clothing sales as a fundraiser for the Majora Carter Fund: sustainable Bronx

Notre Dame Entrepreneurship Society, Notre Dame, IN
Vice President of Marketing May 2008-December 2008

- Led a marketing campaign among faculty and students on Notre Dame's Campus. The membership tripled and the society became a highly recognized organization on campus.
- Worked with the Notre Dame's Student Activities Organization to approve events with the university
- Worked on developing innovative approaches to promote events such as dinners with CEOs and Speaker Series.

Vice President of Operations Board December 2007-April 2008

- Designed Annual Case Study Competition, a series of presentations on the growth of idolized companies. Teams present their interpretations, business strategies, and concepts that students can learn from companies' inspirational strategies.
- Led 3 Case Study Presentations on successful companies and organizations
- Led weekly meetings that focus on the club's growth and created an appeal for new members to join

Club Member September 2006-Present

- Brainstorm marketing strategies to expand the club and recruit new members

McGLINN HALL COUNCIL

Signature Event Coordinator September 2007-February 2008

- Planned the dorm's main event, Casino Night, to raise money for women's shelter

Freshman Orientation Committee Member August 2007

- Leader for 3 day orientation that helped freshman girls get acquainted with Notre Dame

Freshman Representative September 2006-May 2007

Relevant Courses:

MJ ERNST COURTIER
Student June-August 2006, June-August 2007

- Clothing Construction Lessons
- Gained knowledge about fabrics and clothing design

Service:

TEAMWORK FOR TOMORROW
Mentor September 2007-December 2007

- Reading tutor and mentor to an underprivileged eight-year-old

MARILLAC HOUSE
Tutor June 2005

- Tutored a G.E.D. student in Chicago, IL