

CAROLINE LEWIS

Caroline2000jlewis@gmail.com
678-672-8852

<https://carolinejlewis.com>
<www.linkedin.com/in/carolinej-lewis123>

EDUCATION

Savannah College of Art and Design, (SCAD), Savannah, Ga

Master of Arts, Luxury and Brand Management (Expected Graduation in June 2024)

Bachelor of Fine Arts, Fashion Marketing and Management Major & Business Entrepreneurship and Management Minor (2023)

EDUCATION ACHIEVEMENTS

Founder of SCAD Artist-Athlete Formal (2021-2023)
Founder of SCAD Fellowship of Christian Athletes (2019)
Athletic Scholarship (Women's Tennis Team 2019-2023)
Georgia Hope Scholarship (2019-2023)
Academic Honors Scholarship (2019-2023)
Deans List 4.0 GPA (2019-2024)
Scholar Athlete NAIA (2019-2023)

EXPERIENCE

Retail Management Intern

June 2023 - August 2023

Nordstrom, Atlanta, GA

- Worked in the management, selling, visuals, operations, fulfillment, & stylist position
- Proposed new marketing projects the store could utilize
- Learned how large retail department stores operate

Marketing Lead

March 2023 - June 2023

SCADpro Sam Edelman Freelance, Savannah, GA

- Collaborated with team members and brand to physically create a new 6-month sneaker design for SS24
- Created a marketing plan for the future 6 months
- Communicated and worked alongside with the designers to make the vision come to life

Assistant Tennis Pro

June 2022 - August 2022

Manursing Island Club, Rye, NY

- Taught members of all ages the skill of tennis
- Problem-solving & strategic thinking through communication
- Managed customers/club needs

Marketing Intern

June 2021 - August 2021

Marie Laffont, NYC, NY

- Worked alongside shoe designer & CEO with wholesale meetings
- Created strategic marketing tactics, design decisions, & managed social media platforms
- Worked within the supply chain management and overseas factory agents with production and shipment of supplies

Front Desk Representative

September 2021 - December 2023

Savannah Golf Club, Savannah, GA

- Customer Service
- Ordering/laying out merchandise for the Pro Shop
- Create marketing flyers

Product Designer

August 2021 - November 2021

Willis Performance Training, Atlanta, GA

- Designed a sportswear apparel line for a local athletic training company
- Worked with an overseas production company to prototype fabrics, color, print, and layout
- Ideated creative direction for the campaign photoshoot

SOFTWARE SKILLS

Certified Microsoft Excel
Certified Microsoft Powerpoint
Certified LinkedIn Learning
Adobe Programs
Techpacker

PROFESSIONAL SKILLS

Time Management
Organization
Collaboration
Communication
Team Leader

INDUSTRY SKILLS

Trend Research
Presentation Design
Management
Strategic/Creative Marketing Tactics
Production Design