

# Gwyneth O'Donnell

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Clark, New Jersey

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Gwynethcatherine.com

## Fashion Marketing

### Aspiring Fashion Marketing Professional with a Strong Passion for Creativity and Trend Analysis.

Motivated and driven individual with a deep passion for fashion marketing and a keen eye for emerging trends. Experienced in creating content for social media platforms, assisting with brand promotion, and conducting market research. Skilled at collaborating with teams to support marketing initiatives and enhance brand visibility. Eager to apply hands-on experience and a strong work ethic to help fashion brands grow and connect with their audience. Committed to continuously learning and gaining practical experience in the dynamic fashion marketing field.

## Expertise

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Microsoft 365  
**Mastery**

Customer Service  
**Advanced**

Communication  
**Proficient**

## Education

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### 4 Years

LIM College  
2021-2025 Unfinished

### High School

Pinelands Regional  
2021

## References

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### Tina McMahon

Assistant Manager  
Ann Taylor Factory  
(848) 210-5405

## Experience

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July 2023- Dec 2024

Tinton Falls,  
NJ

### Key Holder/ Sales Lead

#### Ann Taylor Factory

- Opening and closing store
- Inventory
- Store set
- Ordering supplies and change
- Creating schedules
- Filling and maintaining sales floor
- Register

May 2021 - Current

Cranford, NJ

### Digital Marketer

#### Cloverleaf Exchange

- Order processing
- Parts runner
- Creating and posting content
- Building new and updating websites

June-Sept 2021  
Seasonal

Tinton Falls,  
NJ

### Sales Associate

#### Ralph Lauren Polo Factory

- Maintaining sales floor and back of house
- Greeting and building rapport with customers
- Cash rap

Sept- Nov 2022

New York, NY

### Stylist/ Social Media Manager

#### Sonja Morgan

- Styling for events
- Creating Instagram posts and reels
- Sponsored posts
- Managing and sifting through her emails