

ANNA CORTESE

AUDIENCE DEVELOPMENT ASSOCIATE

New York, NY | AnnaLCortese@Gmail.com | www.linkedin.com/in/annacortese | +1 518 817 8710

SKILLED IN...

ENFJ-A

Leadership • Organization • Attention to Detail • Innovation • Creative Problem Solving • Proactivity • Development • Follow Through
Communication • Networking • Planning • Self Awareness • Empathy • Marketing • Team Player • Conversation • Writing • Listening

Microsoft Office: Word, Excel, Powerpoint **Google Suite:** Docs, Drive, Mail **Apple:** Pages, Keynote

Adobe Creative Suite: Photoshop, Illustrator, InDesign **PLM** (Product Lifecycle Management)- Gerber **FileMaker** - Database system

EXPERIENCE

Audience Development Associate

IMN, New York, NY

October 2021 - Present

- Markets large-scale events including the growing Multifamily series, bringing top leaders in the industry together.
- Strategizes while building specific targeted audiences complementary to sponsors and exhibitors.
- Leads outreach and development for networking opportunities between high-profile corporations.
- Travels and manages on-site activity at in-person large venue spaces.
- Effectively multi-tasks coordination between events across North America.
- Driven in growing a network of women to build up and support opportunities for the minority.

Associate Designer

One Step Up (Boys Apparel Division), New York, NY

March 2021 - September 2021

- Oversees product development for two major lines: New Balance and RBX under licensor One Step Up.
- Effective at multi-tasking between each line's diverse requirements while prioritizing time-sensitive tasks.
- Quick to adapt project management with seasonal changes. Proven fast learner and problem solver when faced with new challenges and quick changes. Single-handedly adapted into the middle of the Fall 21 season while simultaneously diving into Spring 22, and managing approvals of submits and samples from the 1st fitting through to the final production phase. Confidently carries out major tasks from start to finish with little instruction.
- Leads the communication efforts for the brand with global factories, ensuring styles are executed to the designers' standards with the company vision always front of mind.
- Manages time effectively - corresponding in a time-sensitive manner to varying offices, being mindful of their time zones.
- Works closely with graphic design and proofs all outputs ahead of final submission.

Assistant Designer

G-III Apparel, New York, NY

November 2020 - February 2021

- Collaboratively created fully detailed technical packages, with the Women's Tommy Hilfiger Sport team, ready to be sent overseas to begin production.
- Effectively accelerated the success in reaching goals formerly set to overcome the setback due to COVID-19.
- Worked across a wide range of categories, including Fitness, Fashion Apparel, and Outerwear. Interchangeably adapted outputs efficiently across all categories reporting to four Designers and cross-functional counter parts.
- Managed high-responsibility tasks including managing the show room and preparing samples for market week sales to present to high profile clients.

Womenswear Design Intern

Prabal Gurung, LLC, New York, NY

October 2019 - February 2020

- Experienced working in the world of high-end luxury fashion while being introduced to all of the best sources used by high-end designers in the luxury industry.
- Worked on RTW, gowns, shoes, bags, jewelry, and even special projects for some of the most influential leading women in film, music and politics, including First Lady, Michelle Obama.
- Oversaw the essential details behind the scenes of the Pre-Fall 21 photoshoot with renowned photographers, models, make-up artists, and producers.
- Exclusively provided the opportunity of being a part of NYFW for the Fall 21 season. A formative member of the design process from the beginning sketches to the finale, when the final look walked out onto the floor of the Rainbow Room at the top of Rockefeller Center.

EDUCATION

Marist College (Poughkeepsie, NY),

August 2015 - May 2019

BFA in Fashion Design with a double minor in Fashion Merchandising & Product Development

MOD'SPE Paris (Paris, France)

August 2017 - December 2017

Semester abroad with a focus in Fashion Merchandising and Product Development

Creative Process • Digital Design • Trend Forecasting • Visual Merchandising • Branding • Product Development • Art History • Portfolio Design
History of Costume • Supply Chain Management • Textile Design • Pattern Making • Draping • Accessory Design • Fashion Figure Drawing