

ELLIE ROTHSTEIN

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WORK EXPERIENCE

Christian Dior Couture | Events Trainee

New York, NY | August 2023-July 2024 (expected)

- Managed the planning and execution of a large-scale Uberluxury client event; oversaw load-in and strike by partnering with internal teams to ensure seamless pickup and delivery timelines, as well as carefully tracked movement of all product
- Led on-site management of PAs, oversaw check-in, client gifting, and acted as the on-site vendor POC during press events including: the opening celebration of *Judy Chicago: Herstory*, Dior's Carousel of Dreams at Saks, Dior's Fall 2024 Fashion Show, Fall 2024 Client Days, The Brooklyn Museum's Artists Ball, and Les Salons d'Exceptions
- Executed and facilitated all logistics for 25+ retail events, including budget management, vendor negotiations, creating event proposals for HQ review, securing animations aligned with brand standards, as well as post-event tasks such as generating ROI recaps, creating bi-weekly competitive reports, and tracking KPIs for the Senior Director of Events
- Led venue scouting for the New York Fall 2024 show and created a deck that has been recognized as the most comprehensive venue reference in department history, continuously been used to provide insight for future projects, and served as a primary resource for the HQ team's consideration of venues for the show and surrounding events

Shiseido | E-Commerce Intern: Shiseido and Clé de Peau Beauté

New York, NY | June 2022-August 2022

- Managed daily maintenance and operations of brand.com sites; tasks included maintaining budget and sales trackers and conducting daily merchandising and quality checks
- Collaborated closely with the web development team, delivering comprehensive briefs on marketing needs to align website functionality with marketing objectives, including product launches, site promotions and site visual merchandising
- Presented insightful recommendations to senior leadership on enhancing the aesthetics and functionality of product detail pages, leveraging data-driven insights and competitive analysis to maximize conversion rates and drive sales

Altuzarra | Digital Marketing and E-Commerce Intern

New York, NY | May 2021-August 2021

- Coordinated 4-day SS22 e-commerce photoshoot and Altu PR campaign for 300+ items; tasks included creating a detailed styling guide, shot list, and organizing collection transport, as well as on-site operations and production assistance
- Oversaw sample trafficking for media and wholesale partners in coordination with internal cross-functional stakeholders
- Prepared brand.com site and partner platforms, such as Farfetch and Amazon, for the FW21 collection turnover, working across multiple back-end software systems to ensure visual consistency and brand alignment across platforms

Lake Jane Studio | Digital Marketing and Studio Intern

Durham, NC | February 2020-May 2021

- Implemented social media and digital advertising strategy for startup clothing brand, growing audience by 60% in 5 months by leveraging Facebook Business and social media marketing tools such as stories, tags, and interactive content
- Coordinated preparations for pop-up booths at trade shows across the country; tasks included pulling and packing samples and event supplies to ensure a seamless travel and event experience for the brand founder and CEO
- Supported brand founder and CEO in daily operations of the design studio, including packaging online orders and managing e-commerce logistics, as well as data analysis through Shopify, Squarespace, and Facebook Business

EDUCATION

Duke University | Durham, NC | May 2023

- B.A. Fashion and Globalization: The Creative Commodity (GPA: 3.95, Cum Laude)
 - Awarded highest distinction for thesis project ("Learned Womanhood: The Role of Fashion, Consumption, and Imagination in a Dual Model of Gender Reproduction")
- Self-designed major using the fashion industry to explore the role of creative arts in commercial landscapes

London College of Fashion | London, England | January-May 2022

SKILLS & INTERESTS

Professional | Proficient in French, Launchmetrics, Shopify, Salesforce Commerce Cloud, Zkipster, Photoshop, Canva, InDesign

Creative | Content and live events production, graphic design, photography

Interests | Contemporary art, fashion, midcentury architecture, film, travel, tennis