

Robin Whitney Clement

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www.StreetToRunway.com

Experience

Modern Luxury/CS magazine

Chicago, IL

Events & Marketing Intern

February 2009-Present

- Plan events by securing product donations for gift bags, staff events, conduct research and obtain competitor information

k101 Agency

Chicago, IL

Public Relations Intern

February 2009-Present

- Develop strategies to promote lifestyle brands, brainstorm partnerships and build pitch sheets using Cision media software

The Chicago Collection magazine

Chicago, IL

Freelance Writer

February 2009-March 2009

- Wrote stories on cocktail trends and museum exhibit

Editorial Intern

June 2008-October 2008

- Wrote stories on fashion, shopping, dining and gadgets, and fact-checked
- Selected luxury accessories, images and credit info for Trend fashion section in fall and holiday issues
- Photographed for editorial, ad and email blast assignments

AGGA B.

Chicago, IL

Freelance Public Relations Assistant

October 2008-December 2008

- Revamped press release and bio, updated media list, photographed event and created email blast for Macy's Incubator

Time Out Chicago magazine

Chicago, IL

Freelance Writer & Stylist

December 2008

- Wrote stories for The Get and Out There sections
- Styled "Wear It's At" story by seeking designs, dressing models and ensuring proper placement of featured products

The Get Editorial Intern

June 2008-November 2008

- Wrote fashion, beauty, home and wellness stories, and shopping listings
- Styled "Wear It's At" stories, conducted research, fact-checked and pulled products for stories

Chicago ShopWalk

Chicago, IL

Public Relations Intern

April 2008-October 2008

- Refined press releases, created media lists and collaborated in creation of *Sex and the City* shopping tour

Illini Media Company

Champaign, IL

Buzz Magazine Writer

November 2007-April 2008

- Wrote weekly stories on fashion and the arts for *Buzz* arts and entertainment magazine and *the217.com*

Marketing Manager

August 2007-April 2008

- Coordinated Fashion Focus CU, the second annual *Buzz* fashion show, drawing over 200 guests and raising \$1,870 (net)
 - Selected designers, models, boutiques and entertainment for runway shows, trunk shows and student design gallery
- Grew new face-to-face guerrilla marketing venture by planning events and promotions
- Managed three marketing interns and Fashion Focus CU interns

Marketing Intern

December 2006-May 2007

- Planned in-house events and wrote employee newsletter to increase brand awareness and employee relations

Simon Group Marketing Communications Inc

Evanston, IL

Account Service Intern

May 2007-August 2007

- Created marketing plan for Simon Group's subdivision, Savor, including PR schedule, media list and partnership prospects
- Crafted media plan and located freelance artists for client commercial and catalog
- Edited ads and sales sheets, and wrote project estimates and proposals

PrettyCity.com

Chicago, IL

Public Relations Intern

May 2006-August 2006

- Developed media list, built vendor relations, researched event sponsors and secured product donation for "Must Have List"
 - Answered "Spa Girl" emails with suggested spas, treatments and beauty products
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Education

University of Illinois at Urbana-Champaign

Graduation: May 2008

College of Communications-Bachelor of Science in Advertising, Minor in Business

Cumulative GPA: 3.68/4.00 Major GPA: 3.96/4.00

Dean's List: Fall 2004-Spring 2007