

ZEYNEP ENDERER

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EDUCATION

New York University, New York, NY, graduated in May 2019

B.S. in Media, Culture and Communication & Minor in French Studies. GPA: 3.8, Magna Cum Laude

NYU Florence, Intensive Fashion Program, Spring 2017

Lycée Français de Notre Dame de Sion, Istanbul, Turkey, graduated in June 2015

WORK EXPERIENCE

Fashion Assistant, Bustle Digital Group, New York, NY

January 2020 - April 2020

- communicate with brands and PR firms to coordinate samples for Nylon, Bustle, The Zoe Report, Elite Daily and Romper
- create and share confirmed boards for photoshoots; separate racks into looks and extras, make sure all looks are received before the final runthrough
- assist fashion editors on set: steam clothes; organize jewelry by category and shoes by size and color; keep a record of every item that goes to set; schedule pick ups and deliveries for trunks; coordinate guards' schedules for fine jewelry; create sitting sheets and make sure each brand is credited accurately
- handle the Fashion Director's travel, transportation, event and fashion show bookings for New York, London, Milan and Paris Fashion Weeks; reach out to and follow up with PR representatives to obtain important show information such as time, address and seat number as quickly as possible; update the Fashion Director's calendar with such information daily
- maintain the fashion closet; upload check-in and check-out photos to the server on a daily basis; research and compile photos for seasonal trend reports

Accessories Assistant, Hearst Fashion Group, New York, NY

July 2019 - January 2020

- effectively communicate with brands and PR firms to handle all sample coordination for Elle.com, HarpersBazaar.com, Cosmopolitan and Women's Health magazines
- create and present seasonal trend reports
- prepare for photoshoots and assist fashion editors on set: keep a record of every item that goes to set; quickly set up all accessories; steam clothes; separate jewelry by category; take photos for sitting sheets; accurately credit featured brands
- organize the closet: categorize jewelry trays by brand name and type, merchandise shoe shelves by color, size and height

Founder, Zend The Brand, New York, NY

November 2018 - Present

- design pieces and style looks for the women's RTW line
- generate and manage online presence: create engaging content for social media accounts; keep the brand website up to date; seek out press and collaboration opportunities with media outlets and influencers

Wholesale Intern, Altuzarra, New York, NY

December 2017 - May 2018

- supervised team of freelancers, styled models, merchandised showroom and greeted buyers during FW18 Market Week
- created styling guides and product knowledge packets for each client/account; worked closely with account executives at seasonal sales clinics in stores to ensure pieces were styled and displayed correctly
- tracked press highlights and created press recaps on a weekly basis

PR Intern, Cushnie, New York, NY

August 2017 - November 2017

- coordinated samples through Fashion GPS
- assisted the art director on set for campaign photoshoots
- scheduled and monitored VIP guest arrivals at multiple New York Fashion Week shows.

PR and Social Media Intern, Marchesa, New York, NY

October 2016 - January 2017

- coordinated samples through Fashion GPS for VIP and editorial requests
- prepared mock-ups for social media posts on platforms such as Instagram, Twitter and Facebook

HONORS & AWARDS

- University Honors Scholar
- Dean's List 2015-16, 2017-18, 2018-19
- Prix Bernard Garniez: Award for excellence in the study of French literature and culture

SKILLS

- Language: Fluent in French, Turkish and English; working knowledge of Italian
- Technical: Proficient in Microsoft Office Suite and Fashion GPS; working knowledge of Adobe Photoshop, Illustrator, InDesign, Audition and Final Cut Pro; working knowledge of Processing (creative coding software)