

ESTELLE CAPOR

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EDUCATION

PARSONS, The New School

Strategic Design and Management BBA
(two cities one degree)

Paris, France | August 2018 – December 2020

New York, US | January 2021 – May 2022 (expected)

- GPA: 3.87
- Relevant coursework: Marketing, PR, and Branding – Research and Development Methods – Financial Management – Strategic Management – Innovation – Business Models and Entrepreneurial Strategies – Analyzing Trends – Complexity by Design
- Dean's list: fall 2018, spring 2019, fall 2020, spring 2021, fall 2021

ADDITIONAL INFORMATION

- Fluent in English and Swedish
- Intermediate French
- Driver's licence
- PADI® Open Water Diver Certificate
- Volunteer for Tethys Research Institute for marine conservation July 2017

SKILLS

- Microsoft Office
- Adobe InDesign
- Canva
- Design Thinking
- Qualitative Research
- Project Management
- Marketing Strategy

INTERESTS

- Art
- Fashion
- Technology
- Innovation
- Travel
- Yoga
- Reading

EXPERIENCE

TOTÊME | Stockholm, Sweden

Marketing Communications Assistant

April 2021 – August 2021

- Demonstrated effective communication by delivering concise summaries from meetings with directors and executives weekly
- Alleviated international and in-house productions by designing a sample tracker system to expedite all sample trafficking including 500+ products
- Provided insight into market- and customer perception of brand by producing monthly reports of earned and paid media
- Boosted efficiency in the marketing team's yearly calendar by identifying shortfalls and initiating a new strategy overview across departments.

Marketing Intern

January 2021 – April 2021

- Ensured smooth productions that stayed on budget by proactively administrating logistics of samples, bookings, and producing and distributing call sheets
- Collaborated with the PR Manager to grow the ambassador program by identifying influencers through research and benchmarking toward relevant competitors
- Created a system with the director for internal archives by collecting and organizing the online database of collections, assets, and collateral

Production Intern

September 2020 – December 2020

- Actively participated in key milestone meetings with production, design, and merchants to deliver documents across departments
- Ensured detailed and correct data entry into the internal ERP system following diverse deadlines across departments
- Maintained proactive and regular communication with suppliers to minimize disruption in the production cycle

CHANEL | Stockholm, Sweden

Fashion Advisor

June 2019 – August 2019

- Acquired a high standard of product knowledge, Chanel's savoir-faire, culture, and heritage to maximize sales opportunities
- Drove business revenue by increasing client conversion and retention by creating excitement and desire around product and brand as well as consistent follow up regarding repairs and alteration
- Optimized the client experience by providing a professional, warm, and gracious service that exceeded client expectations

ELIE SAAB | Paris, France

Showroom Assistant Intern

Fashion Week March 2019

- Acted as a brand ambassador to deliver a best-in-class service experience to internal and external clients
- Ensured showroom and communal areas maintained an exemplary level of aesthetics, organization, and cleanliness
- Chosen out of 10 interns to assist during a fashion show by organizing samples and accessories backstage, dressing models, and greeting VIP clients

BOON PARIS AGENCY | Paris, France

Showroom Assistant Intern

Fashion Week October 2018

- Assisted buying agents while making selections for their stores
- Represented agency by greeting and providing a high level of service to clients
- Followed and implemented meeting schedule along with displaying products in a pleasing way to optimize sales