

flora hollingworth

hollingworthflora@gmail.com
+1 (332) 201 - 9601

Expeeriece

Nili Lotan, New York

Jan - May 2022

Graphic Design Intern

• Assist on editorial projects • Assist on research for inspiration/content • Edit imagery • Create and adjust content for social media, blog articles and ecards.

Gray Matters, New York

Jun - Oct 2021

Marketing & E-commerce Intern

• Designed and created content for newsletter, lookbook and social media • Brainstormed and executed promotional initiatives and customer engagement • Uploaded content and data in Shopify and Zedonk • Monitored and managed customer service • Coordinated e-commerce shipments

Presskontakterna, Stockholm

May - Aug 2020

PR Intern & Showroom Assistant

• Assisted stylists in showroom • Organized and participated in virtual press days, stylists meetings, presentations of new collections • Managed the Instagram profile • Assisted influencer giftings and send-outs • Collected press clips, assisted client reports • Maintained customer relations, coordinated new/ returning collections

Zimmermann, Paris

Sep 2019 - Jan 2020

Market-week Assistant

• Receptionist, coordinated schedule • Dressed and styled models • Maintained the showroom, supported the merchandising team

Joseph, Paris

Jun 2019

Summer Showroom Assistant

• Receptionist, coordinated schedule • Dressed and styled models • Maintained the showroom, supported the merchandising team

Education

Parsons School of Design, New York

2020 - 2022

Jun 2017

Strategic Design & Management (BBA)

Summer School Intensive, Design Management

Parsons School of Design, Paris

2018- 2020

Strategic Design & Management

Columbia University, New York

Jul 2015

Summer School Program

Skills

Language

Swedish, English

Design Skills

Adobe InDesign, Illustrator, Photoshop, Premiere Pro and After Effects

Interests

Personal Hobbies

• Music & singing • Film • Travel/ Exploring new cultures
• Yoga/ pilates • Fashion • Beauty • Nature