




brooke elizabeth


Brooke Elizabeth Robertson


Online Portfolio:

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CONTACT

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MEMBERSHIP AND SERVICE

Vice President of Communications

Apparel Marketing and Design Alliance Club at Kansas State University, August 2016 – May 2017

Consistently executed on Secretarial duties of a club and maintained social media of club.

West 18th Fashion Show Volunteer, June 2016

Set up stage. Prepared give-away bags. Directed audience members to seats.

Kansas City Fashion Week

Volunteer, September 2014, September 2015, and March 2016

Steamed garments backstage. Set up and teared down event space. Prepared give-away bags. Directed audience members to seats.

STUDY ABROAD

Spain, Italy, and Greece

Kansas State University, November 2018

International Marketing class.

Guatemala

Kansas State University, January 2018
Apparel and Textiles study tour. Learned natural dying techniques and took backstrap weaving lessons with local women.

Australia

Envision Business and Entrepreneurship Program, June 2017

Learned from a global advertising agency on the power of branding on an international scale.

Austria, Czech Republic, and Germany Global Youth Leadership Conference in Europe, July 2015

Engaged in real world multi-cultural business problem solving and solutions.

EDUCATION

Kansas State University

Bachelor of Science in Apparel and Textiles, May 2019

Major: Apparel Marketing

Minor: Leadership Studies

PROFESSIONAL EXPERIENCE

Associate Merchandiser

Staples Promotional Products, June 2019 – August 2020

Developed deep understanding of client needs as well as upcoming trends and brands. Collaborated cross-functionally with all business units to understand the clients' needs. Delivered the product assortment and cost structure that met those needs. Responsibility of selecting items and vendors.

Merchandising Specialist Intern

VF Corporation: Lee Jeans, May 2018 – August 2018

Created Excel spreadsheets on volume count. Organized old standards. Separated old leg panels for repurposed use (stripped of tags and placed in area to be used as insulation).

Social Media Intern

Skyanimalpeople, May 2016 – May 2018

Coordinates and directs photoshoots. Produces creative for advertising. Designed website. Using Adobe Photoshop, cut out the drawn artwork to upload to website. Maintains social media.

Student Ambassador

Kansas State University, August 2016 – October 2017

Conducted potential students tours of the department and facilities in Human Ecology. Traveled to Kansas City to be on a student panel for a recruiting event for highschool students at Lee Jeans.

Sales Associate

GAP Inc. May 2016 – January 2017

Maintained constant presence on sales floor to address customer needs. Approached browsing customers and initiated conversations to determine buying preferences. Recommended appropriate items and directed or led customers to selections. Signed customers up for upcoming promotions or customer events. Managed the cash register during shift.

Blog Intern

Town Center Plaza Blogger and Stylist, Caitlin Fore, May 2016 – August 2016

Photography for blog. Organized previous client files with new clients into a marketing automation platform and an email marketing service called Mailchimp. Assisted styling sessions.

Apparel Design Intern

Pangea Kali Virga, designer and stylist, September 2014 – May 2015

Assisted photo-shoots and helped prep for collections found in the West 18th fashion show and Kansas City Fashion Week for designer, Rachel Anne Gottlieb (now known as Pangea Kali Virga).

HONORS AND AWARDS

ATID Showcase of Excellence April 2017

Mounted Exhibit 1st Place

Awarded 1st Place in the Mounted Exhibit by Kansas State University's department of Apparel, Textiles & Interior Design at their annual exhibition of student work.