

BRIELLE SAGGESE

VIEW BLOG AND PORTFOLIO AT
stylescripture.com

EDUCATION

INDIANA UNIVERSITY

EXPECTED MAY 2019 - 3.96 GPA

BA Media Advertising/Journalism
Minor in Fashion Culture
Minor in French

CONTACT INFORMATION

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(317) 801-4675

ABOUT ME

FAST FACTS

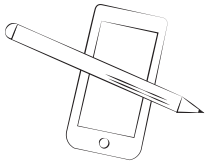
Fashion marketing student, Midwest-raised,
only millennial to still read local newspaper

SKILLS

InDesign, Illustrator, Photoshop,
WordPress, Microsoft Office, SEO

CREATIVE WORK

LUCKY BRAND



E-COMMERCE EDITORIAL INTERN: SUMMER 2017 - PRESENT

- Managed social and experiential marketing projects for Tim McGraw & Faith Hill collaboration, Lollapalooza brand events and Fall 2017 Lucky Lives On campaign
- Scouted and managed social influencer partnerships, content and contracts
- Extended internship to continue creating editorial and graphic content for blog and social channels

INDIANA UNION BOARD



GRAPHIC DESIGNER: 2017 - PRESENT

- Design posters and social media banners to promote Union Board weekly events
- Collaborate with marketing team to ensure omnichannel approach across platforms

BLOND GENIUS, CACTUS FLOWER

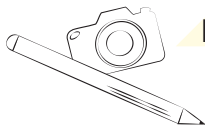


FASHION PHOTOGRAPHER: 2016 - PRESENT

- Partner with local fashion boutiques to style and shoot seasonal lookbooks for social channels
- Collaborate with local influencers to create blog and social content

JOURNALISM

INDIANA DAILY STUDENT



ARTS EDITOR, FASHION COLUMNIST, ARTS REPORTER: 2015 - PRESENT

- Managed and edited team of 5 reporters covering IU music, art and theatre for daily publication
- Wrote fashion psychology column, analyzing style across designers, film, politics, celebrities
- Covered, photographed and filmed weekly arts news as a general reporter

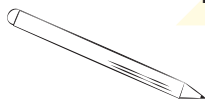
PATTERN MAGAZINE



EDITORIAL INTERN: SUMMER 2016

- Profiled and photographed Midwest-based creatives for print magazine and blog
- Managed social and experiential marketing for monthly community events and issue launch parties
- Designed graphics and short animations for social channels

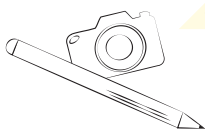
THE LALA



FASHION WRITER: 2015 - 2016

- Wrote bi-weekly articles on fashion news and pop-culture for 1M monthly readers
- Selected by Managing Editor to write branded content and directly collaborate with sponsors

CURRENT IN CARMEL MEDIA



NEWS INTERN: SUMMER 2015

- Covered and photographed city news for daily web and print publication

RETAIL EXPERIENCE

J.CREW, OLD NAVY, BEDAZZLING BOUTIQUE



SALES ASSOCIATE: 2014 - 2016

- Built list of clients as a personal stylist for frequent J.Crew customers
- Assisted managers with visual displays and online merchandise for Bedazzling Boutique
- Developed strong customer service skills and problem-solving mentality