

# RHETT FASHION

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## EDUCATION

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Boston University, Questrom School of Business | Boston, MA expected May 2025  
Bachelor of Science in Business Administration, Finance Concentration  
Minor: College of Communications, Advertising Concentration  
Activities: BU Fashion & Retail Association, Finance Club

## INDUSTRY EXPERIENCE

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Boston Film Festival | Boston, MA August 2024  
Logistics Coordinator

- ☐ Organized logistics for screening 20 independent films, leading venue setup, ticketing, and guest lists
- ☐ Coordinated with filmmakers, ensuring smooth transitions between screenings and Q&A session

Nordstrom Rack | Boston, MA June 2023  
Marketing Intern

- ☐ Assisted in developing and executing marketing campaigns for seasonal collections, social media promotions, and in-store events, leading to an increase in social media engagement and improved foot traffic.
- ☐ Managed social media content, creating engaging posts and scheduling campaigns, resulting in a 20% growth in follower count and increased brand interaction.
- ☐ Conducted market research on consumer trends, competitor strategies, and target demographics to support brand positioning and campaign development.

## LEADERSHIP EXPERIENCE Boston University, Questrom

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School of Business | Boston, MA Jan. 2022-present

Peer Mentor

- ☐ Provide guidance to first-year students interested in various business career paths.
- ☐ Coach students to navigate career resources, networking, and resume-building for positions in management

XYZ Club, Boston University | Boston, MA Jan. 2022 – Sep 2023

Marketing and Events Chair

- ☐ Develop and execute marketing strategies to promote networking events, industry panels, and student showcases, increasing attendance by 40%
- ☐ Lead a team of 7 students in coordinating logistics for film screenings, guest speaker events, and entertainment industry career workshop
- ☐ Drive engagement to foster a community for students interested in film, media, and business

## PROJECTS

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Entertainment Industry Management | Boston, MA Spring 2022

Group Project: Film Studio Business Strategy Analysis/Merchandising Strategy Analysis

- ☐ Analyzed business strategies of major film studios, focusing on production budgets, distribution models, and marketing strategies
- ☐ Worked with team to propose recommendations for optimizing studio operations, including integration of digital platforms and better utilization of social media marketing
- ☐ Delivered presentation to industry professionals, receiving feedback on proposed strategic improvements for future industry trends

## SKILLS

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Technical: Tableau, Hootsuite, Google Analytics, Market Research, Trend Forecasting  
Languages: English (native), Italian (working proficiency), French (basic)