

# Kesi Clarke

Email: [kesiclarke@gmail.com](mailto:kesiclarke@gmail.com)

Location: East Orange, NJ

[My LinkedIn](#)

**SUMMARY:** Ambitious and results-driven graduate with knowledge in the cosmetic and haircare industry, including new product research, tracking customer feedback, and selling in a retail environment.

## EXPERIENCE:

### **Milk Studios, NY**

January 2016 – May 2016

#### *PRODUCT DEVELOPMENT INTERN*

Researched new products in the cosmetics industry and collected feedback from customer reviews on Sephora.com and Urban Outfitters.com. Supported the product development team by preparing marketing materials for marketing weeks and actively participated in vendor meetings. Assisted the social media team with event roundups, interacted with followers, fulfilled gifting requests and managed the internal and external database for product gifting and influencer postings.

### **Macys, Short Hills, NJ**

September 2014 - Present

#### *SALES ASSOCIATE*

Greet and assist customers in meeting their shoe needs, based on customer preference and related factors; employ suggestive selling techniques to ensure customer satisfaction and to meet daily sales and weekly star reward goals; demonstrate product knowledge of women's department shoe offerings; operate POS and MPOS systems, including Search and Send and My Client.

### **East Orange Summer Food Service Program, East Orange, NJ**

July 2013 - August 2013 & July 2014 – August 2014

#### *SITE SUPERVISOR*

Responsible for ensuring food safety, passing state inspections and maintaining proper paperwork including the number of meals delivered and the number of meals distributed.

### **ShopPR, New York, NY**

January 2014- April 2014

#### *BEAUTY INTERN*

Assisted the beauty teams with send outs with brands such as Paul Mitchell, Remington, Weleda, Vichy, etc., while also conducting research for clients, tracking/organizing press clippings, editing press materials, and maintaining the beauty closet.

### **Mechanical Dummy.com (Chris Brown's Online Blog)**

September 2013 – May 2014

#### *EDITORIAL INTERN*

Generated weekly content in areas of fashion, technology, and music. Interviewed and published feature stories on upcoming artists.

### **Rutgers University, Newark, NJ**

March 2013 – May 2014

#### *ENTERTAINMENT EDITOR/ STAFF WRITER, Scarlett Magazine*

Assisted the Editor in Chief with magazine events, meetings and fashion photo shoots, wrote/edited feature articles on art, music, fashion and do-it-yourself projects, pitched story ideas, oversaw a group of writers and edited their articles for grammar, AP style, and clarity before publication.

## EDUCATION:

Rutgers University, New Brunswick, NJ

Masters in Communication and Information Studies

Expected: May 2016

Rutgers University, Newark, NJ

Bachelors of Arts in Journalism and Media Studies; Minor Public Service

May 2014