

MELINA GOTERA

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EXPERIENCE

Uprising Magazine Cedar Falls, Iowa
Editorial Director May 2020 - Present

- Performing operational and administrative functions for chief editors
- Directing fashion editorials from start to finish in a fast-paced environment
- Overseeing and cultivating a team of 30 under tight deadlines

Dhakai Cedar Falls, Iowa
Fashion Trend Analysis Intern Sept. - Nov. 2020

- Created seasonal trend report for merchants and manufacturers
- Presented weekly findings in company-wide meetings with the CEO
- Studied and recapped daily WWD and WGSN reports
- Interviewed top sourcing and design experts for blog content

Mohair Pear Cedar Falls, Iowa
Vintage Closet and Fashion Visuals Intern June - July 2020

- Solved organizational challenges with close attention to detail
- Curated, merchandised and sold-through \$600+ in dead product

Masks for the Frontlines Iowa Des Moines, Iowa
Web Design and Branding Intern (remote) May - July 2020

- Optimized website for mobile, resulting in 300+ page view increase
- Analyzed PPE trends via market shopping and case studies

Victoria's Secret Cedar Falls, Iowa
Sales & Support Generalist Nov. 2017 - Oct. 2018

- Coached onboarding SSG's on best sales and marketing practices
- Independently solved frequent floorset and inventory problems

EDUCATION

University of Northern Iowa Cedar Falls, Iowa
Bachelor of Arts in Textiles & Apparel Dec. 2021
3.81/4.00 Cumulative GPA

Hawkeye Community College Waterloo, Iowa
Associate of Arts in Liberal Arts May 2014
3.71/4.00 Cumulative GPA

TECHNICAL SKILLS

- PC and Mac, MS Office, Adobe Suite