

# AMELIE DAIRE

## CONTACT

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- 📍 New York, NY

## ABOUT ME

Creative and community-driven marketing professional pivoting into the health and wellness communication space. Currently pursuing a Master's in Health Communication at Boston University. Proven experience in brand storytelling, event planning, and digital content strategy through previous roles and projects. Passionate about building aligned, purpose-driven brands through thoughtful marketing and authentic engagement.

## EDUCATION

**BOSTON UNIVERSITY**  
Graduating June 2026

- Master of Science in Health Communication - Marketing

**MARIST UNIVERSITY**

- Bachelor of Arts in Communication - Public Relations
- Minor in Fashion Merchandising

## SKILLS

- **Marketing & Brand Strategy:** Event Planning, Pitching & Brand Partnerships. Community Building, Email Campaigns
- **Digital Tools:** Canva, Asana, Shopify, Hootsuite, Google Analytics, SEO, Microsoft Suite
- **Content Creation:** Instagram Reels, TikTok, Canva Graphics, Blog Writing, Newsletters, Social Strategy with a Pulse on Trends
- **Languages:** Fluent in French
- **Soft Skills:** Detail-Oriented, Creative, Highly Organized, Client Relations, Team Player, Self-Starter

## WORK EXPERIENCE

**Founder, Sororit  NYC**  
New York, NY

JULY 2024 -  
SEPTEMBER 2024

- Launched a French-speaking women's club focused on fostering culture, wellness, and connection through various events
- Managed comprehensive event planning, marketing, budgeting, logistics, and social media
- Leveraged social media to grow membership and promote events, achieving consistently high turnout and active participation
- Collaborated with online and local businesses to establish and manage partnerships

**Wholesale Sales Coordinator,**  
**Badgley Mischka**  
New York, NY

JANUARY 2024 -  
JUNE 2024

- Supported VP of Sales across high-profile accounts (Saks, Neiman Marcus, Bergdorf Goodman, Nordstrom)
- Coordinated showroom operations, samples, and order flow during market weeks in NYC and Paris
- Created weekly selling reports and analyzed sales trends to support strategic marketing decisions
- Assisted in production coordination between design, factory, and warehouse teams

**Marketing and Events,**  
**MPorium**

AUGUST 2023 -  
DECEMBER 2023

Poughkeepsie, NY

- Led event planning and vendor outreach to support brand activations
- Supported e-commerce team with Shopify transactions and weekly photoshoots
- Created content for social media, website, and blog platforms
- Managed inventory, order fulfillment, store operations, and customer communications