

# COLLEEN CLIFFORD

## FASHION AND TEXTILE MANAGEMENT

### EDUCATION

**North Carolina State University**  
2021  
Fashion and Textile Management  
BS

**Cardinal Gibbons High School**  
2017  
National Honor Society,  
Newspaper

### SKILLS

InDesign ●●●●●  
Illustrator ●●●●●  
Microsoft Office ●●●●●  
Photoshop ●●●●●  
Wordpress ●●●●●

### REPERTOIRE

Social Media Marketing  
Copywriting  
Typography  
Microsoft Suite  
Adobe Suite

### WORK EXPERIENCE

**Social Media Marketing Intern**

SwimWithIssues  
September 2013-May 2018

- Developed a social media strategy to increase following
- Created proposals in order to get merchandise from companies such as SwimOutlet
- Spearheaded a campaign to create greater local involvement through events

**Social Media Assistant**

UNC The Farm  
May 2018-September 2018

- Create content about club events as well as sending out blasts with updates on weather events at the pool
- Updated the club's Twitter page

**Swim Coach**

Marlins Of Raleigh  
August 2017 - Present

- USA Swimming Certified swim coach with training in safe sport practices
- Work closely with an experienced head site coach
- Carryout routine evaluations on each swimmer to track progress

**Lifeguard & Swim Coach**

UNC The Farm  
May 2014-September 2018

- Red Cross Lifeguard, CPR, and First Aid Certified
- Assisted Head Coaches and Head Lifeguards with day to day operations at the pool as well as participating in monthly Red Cross CPR, First Aid and Lifeguard skills clinics.

### INVOLVEMENT

**PackFashion**

Social Media & Website  
August 2017 - Present

- Use the PackFashion website as well as various social media platforms to promote the magazine
- Create content for the website pertaining to fashion and lifestyle
- Work on the social media team to promote the club
- Represent the club at the Tompkins Textile Student Council

**Fashion Group**

August 2017 - Present

**Tompkins Textile Student Council**

2018-Present

- Collaborate with peers on a student council at the Wilson College of Textiles to better student involvement and unity amongst clubs
- Volunteer as a designer assistant at the Wilson College of Textiles Yearly Fashion Show

**Threads Design Assistant**

2017, 2018

- Assisting with dressing and lining up models, minor clothing adjustments and day of preparations

### CONTACT

2604 Hillsborough St. Raleigh, NC|(919) 564-5294| [cncliffo@ncsu.edu](mailto:cncliffo@ncsu.edu)  
[linkedin.com/in/colleenclifford14](https://www.linkedin.com/in/colleenclifford14)