

LILY BEDELL

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ACADEMIC BACKGROUND

University of Wisconsin- Madison

B.S. Textiles and Fashion Design
Certificate in Entrepreneurship

- May 2022
- GPA: 3.9 (Dean's List 6/6 semesters)

EXTRACURRICULARS

Women in Business

September 2019- Present

- Selected to join prestigious organization (9% acceptance) dedicated to empowering young women in the business field
- Embrace innovative opportunities in leadership, business education, networking, and guest lecture events

Alpha Chi Omega Sorority

September 2018- Present

Scholar of the Week, Sister of the Month

- Recognized for outstanding academic achievement, community service, and original design work

RECOGNITIONS

Design 2020 Showcase

January 2020

- Original design "[The Josie Jacket](#)" chosen for a juried exhibition in the Ruth Davis Design Gallery

Wisconsin BBA Showcase

December 2019

- Selected to present custom garment "[The Heidi Top](#)" in the Wisconsin Business School Art Exhibition

SKILLS AND INTERESTS

- Technical: Microsoft Office, Adobe Photoshop, Adobe Illustrator, Pointcarré, CAD, Clo3D
- Sewing, Draping, Illustration, Patternmaking, Sustainability
- Exercise, Travel, Reading, TED Talks

EXPERIENCE

Ross Stores, Inc.

Fashion Assistant Intern | New York, NY | June 2021 - July 2021

- Utilized trend forecasting services like WGSN, Fashion Snoops, and Trendalytics to create style presentations for 100+ buyers
- Evaluated weekly selling reports to identify styles to track and common denominators across the business
- Assembled print and color inspiration for kids shoes for vendor production
- Produced cosmetics packaging imagery using Adobe Photoshop and Illustrator

Lily Bedell Face Masks

Owner/Founder | Long Island, NY | April 2020 - December 2020

- Created 2000+ sustainable home-sewn masks, combining interest in fashion and entrepreneurship
- Generated over \$16,000 in revenue under 2 months donating 12.5% of proceeds to No Kid Hungry allowing for a \$2,000 donation
- Manage inventory, finance, and sales utilizing Google Forms and Sheets and market company via social media gaining 4,000 likes

Lily Bedell Tie-Dye

Owner/Founder | Long Island, NY | June 2020 - August 2020

- Designed, handcrafted, and sold over 1,000 units of tie-dyed garments to a local retailer, generating \$10,000 in profits
- Launched Instagram Ads to promote merchandise, receiving 8,000+ likes across posts, many of which became best sellers
- Demonstrated resiliency during COVID-19 when internship fell through by creating tie-dye samples for a retailer to initiate partnership

Sam Edelman

Design Intern | New York, NY | June 2019-August 2019

- Invited by Sam Edelman to produce original shoe design sketches for future consideration
- Conducted competitive analyses to identify trending styles that provided insights on key industry trends
- Participated in the product development process and was selected to present experience and findings on the process to 200 company employees

MRM Sales Group (Contracted by PVH Corporation)

Merchandising Intern | New York, NY | June 2018-August 2018

- Analyzed inventory and documented findings to optimize e-commerce opportunities
- Merchandised Calvin Klein Jeans & Tommy Hilfiger showroom samples for client meetings