



# LIZA CAIN

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## EDUCATION

**PARSONS THE NEW SCHOOL OF DESIGN** | AUGUST 2015 - DEC 2018  
BACHELORS DEGREE - STRATEGIC DESIGN & MANAGEMENT

## SKILLS

Photoshop	Outlook
Illustrator	Powerpoint
InDesign	Excel
Launchmetrics	Keynote

## ACHIEVEMENTS

**DEAN'S LIST** | 2015-PRESENT  
PARSONS THE NEW SCHOOL OF DESIGN

**HONOR SOCIETY** | 2018  
PARSONS THE NEW SCHOOL OF DESIGN

## EXPERIENCE

**THE TERMINAL PRESENTS** | SEP 2018 - PRESENT

Communications Intern

Assisted with marketing strategies and pitch decks for various clientele. Coordinated event planning for multiple lifestyle and fashion brands.

**EVENTS COVERED:** KORALIBU - Koral Wellness Day

**VICTORIA'S SECRET** | JAN 2018 - MAY 2018

Communications Intern

Managed samples internationally and assisted team with brainstorming new ideas for press launches and special events.

**3.1 PHILLIP LIM** | AUG 2017 - DEC 2017

Press Intern

Sample trafficked and organized the press closet. Assisted with stylist pulls.

**ALICE & OLIVIA** | JUNE 2017 - AUG 2017

Press Intern

Compiled influencer and trend research. Handled celebrity pulls and gifting.

**EVENTS COVERED:** A+O Summer Jose Cuervo Party & Alice + Olivia SS18 Show

**MOSCHINO & JEREMY SCOTT** | JAN 2017 - MAY 2017

Press Intern

Maintained track of press samples using Secure Track. Trafficked samples for celebrities, stylists and magazines.

**EVENTS COVERED:** Jeremy Scott FW17 & SS18 show

**NYLON MAGAZINE** | AUG 2016 - DEC 2016

Fashion Closet

Facilitated organization of the returns in the fashion closet and assisted stylists on set.

## REFERENCES

**Troi Jackson-Conn**

**Head of Operations at The Terminal Presents**

troi@theterminalpresents.com

**Juliana Shyu**

**PR Director of Moschino | Jeremy Scott**

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