

Alison Nicole Grisé

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Web site/Online portfolio: <http://fashionforwardpr.wordpress.com>

EDUCATION

The Art Institute of California • San Francisco July 2006 - Sept. 2006

- Summer-quarter fashion design student
- Relevant Coursework: History of Fashion II, Fundamentals of Construction, Textiles, Introduction to the Fashion Industry

University of Oregon • Eugene, Oregon, USA Sept. 2004-July. 2008

- Journalism: Public Relations Major, Women's & Gender Studies Minor
- PRSSA member
- Relevant Coursework: Visual Communication, Adobe InDesign Workshop, Principles of Public Relations, PR Writing, Advanced PR Writing, PR Plans and Problems

RELEVANT EXPERIENCE

Oregon Daily Emerald • Eugene, OR 2007 - 2008

- Freelance reporter/fashion stylist for Pulse—arts, music, entertainment section

University of Oregon School of Journalism and Communication Spring 2008

- Intern
- Conducted research in the form of focus group, survey and interviews for graduate student/faculty audience
- Worked on logistic/event planning team: planning logistics for first strategic communications conference to be held in Portland in the winter of 2009 (venue, catering, transportation, lodging, package deals, budget, timeline, equipment rentals)

Flux Magazine • University of Oregon Spring 2008

- Marketing Assistant
- Promoted magazine to student body, planned release parties (bands, catering, location, equipment), produced viral-video marketing tactic, sourced distributors, sold ad space managed Facebook site

Allen Hall Public Relations • University of Oregon Sept. 2007 - June 2008

- Assistant Account Executive – Muscular Dystrophy Association
- Wrote blogs, press releases, media advisories, media contact lists and backgrounders, organized for the Mike Bellotti Golf Classic and Silent Auction in May, volunteered at both events

DEBO Buying Office S.R.L. • Florence, Italy March 2007 - June 2007

- Intern
- Prepared offers for British and American clients, researched trends and new brands, inserted past offers/orders in computer program Gain, researched competitor's prices/styles, attended trade shows Lineapelle and MICAM, visited factories to buy merchandise

SKILLS

- Word, Excel, Power Point/Keynote, Apple/PC proficient