



MAGGIE GILLETTE

303-641-2736 MAGGIE@MAGGIEGILLETTE.COM

Creative entrepreneur with experience in writing, fashion design, brand creation, social media, and marketing.

In depth knowledge of multiple aspects of the retail industry.

Expertise in trend forecasting and consumer psychology.

EDUCATION

2008

LONDON COLLEGE OF FASHION

Intensive Course - Certificate Awarded
Courses included Art History, Marketing, and Trend Forecasting

2007

NATIONAL LOUIS UNIVERSITY

Masters Degree in Education

2004

VANDERBILT/UNIVERSITY OF COLORADO

BA in Psychology
Psi Chi National Psychology Honor Society,
Dean's List, Kappa Kappa Gamma

WORK EXPERIENCE

FREELANCE WRITER- MULTIPLE OUTLETS

- 2016-** Created fashion and lifestyle content for multiple print and digital outlets
- PRESENT** Researched and wrote long-form features articles and interviews as well as commerce focused trend roundups and shopping guides
- Covered NYFW attended multiple shows per day, published articles under tight deadlines
- Generated posts for Instagram, Instagram Stories, and Twitter to boost website engagement and deliver content in real time
- Identified emerging trends and connected them to the broader social climate

THE LINGERIE SELECTION-COFOUNDER

- 2016-** Created luxury lingerie trade show from the ground up
- PRESENT** Managed social media to build brand awareness
- Developed communications campaign to reach press and buyers, consistently increasing attendance season over season
- Acted as liaison to lingerie brands, grew participation over 150% in a single season
- Represented the company in interviews, podcasts, and live events
- Worked with fashion editors to secure brand placements
- Secured event sponsors

WORK EXPERIENCE CONTINUED

THE GIVING BRIDE-FOUNDER AND CREATIVE DIRECTOR

- 2012-PRESENT**
 - Designed and developed full lingerie line from conception to finished product
 - Created a “brand voice” and maintained it across various social media platforms
 - Launched e-commerce website
 - Developed copy for product descriptions
 - Created marketing collateral for brand across both print and web applications
 - Used Google Analytics to track website usage and tailor web content accordingly
 - Art directed photo shoots including styling, location scouting, and set design
 - Managed production, sales, and distribution

MAISON DE LECOUR

- 2011-2012**
 - Helped coordinate fashion show as part of Chicago Fashion Focus including assisting with event promotion, setup, and front of the house on the day of the show
 - Wrote press releases and garnered press coverage about the fashion line
 - Managed social media profiles including launching and writing a blog
 - Tracked and evaluated media coverage for client PR campaigns

NONPROFIT SERVICE MANAGER (MERCY HOUSING) AND CHICAGO PUBLIC SCHOOL TEACHER

- 2004-2011**
 - Worked with children and families in highly challenging environments
 - Developed new programs and curriculum
 - Gained excellent communication skills working with clients and coworkers
 - Utilized creative problem solving skills to assist clients with diverse needs
 - Supervised a staff of five employees
 - Managed office operating budget
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SOCIAL MEDIA LINKS



Maggie Gillette



The Maggie Gillette

The Lingerie Selection

The Giving Bride

Mr Buster Bedlington



The Giving Bride

The Lingerie Selection



The Giving Bride

SKILLS

Writing
Trend analysis and forecasting
Social media
Brand creation
Problem solving
Fashion illustration

INTERESTS

Interior design
Wedding trends
Avid reader and book collector
Volunteering- children's docent at The Met with Art Works
Exploring museums
Cooking in a tiny New York kitchen