



## MAGGIE GILLETTE

303-641-2736 MAGGIE@THEGIVINGBRIDE.COM

Fashion entrepreneur with experience in writing, design, and social media.  
In depth knowledge of multiple aspects of the fashion industry.  
Creative, detail oriented, and motivated.

### 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

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### WORK EXPERIENCE

**THE UPCOMING(BRITISH CULTURE AND FASHION WEBSITE)-WRITER COVERING NEW YORK FASHION WEEK**

**2016-**

**PRESENT**

- Attended multiple show per day and wrote articles under tight deadlines
- Identified trends as they emerged and connected them to the broader social climate
- Created posts for Instagram, Instagram Stories, and Twitter to boost website engagement and deliver content in real time
- Conducted interviews with designers
- Uploaded formatted posts through Content Management System

**THE GIVING BRIDE-FOUNDER AND CREATIVE DIRECTOR**

**2012-**

**PRESENT**

- Designed and developed full lingerie line from conception to finished product sold in upscale boutiques across the country
- 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

## WORK EXPERIENCE CONTINUED

**THE LINGERIE SELECTION-COFOUNDER**

- 2016-** Created boutique lingerie trade show from the ground up
- PRESENT**
  - Managed social media to build brand awareness
  - Secured event sponsors
  - Developed communications campaign to reach industry 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 brand in interviews, podcasts, and live events

**MAISON DE LECOUR**

- 2011-** Helped coordinate a 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
- 2012**
  - 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-** Worked independently with children and families in highly challenging environments
- 2011**
  - Developed new programs and curriculum
  - Gained excellent communication skills working with a variety of clients and coworkers
  - Utilized creative problem solving skills to assist clients with diverse needs
  - Supervised a staff of five employees
  - Maintained office operating budget

## 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

Social Media  
Brand creation  
Writing  
Problem Solving  
Trend Analysis and Forecasting

## HOBBIES

Volunteer children's docent at The Met with Art Works  
Fashion Illustration  
Avid reader and book collector  
Museum Junkie  
Enthusiastic cook in a tiny New York kitchen