

# EMMA P. SHAICH

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## EDUCATION

**Georgetown University**, McDonough School of Business, Washington, DC  
Marketing Major and Studio Art and Psychology Minor, Deans List: All semesters

Expected Graduation: May 2026

**Wake Forest University**, Winston-Salem, NC  
Dean's List: All semesters

August 2022 — May 2023  
GPA: 3.86/4.0

**Dana Hall School**, Wellesley, MA

September 2017 — May 2022

## INDUSTRY EXPERIENCE

**Rag&Bone**, New York, NY

May 2024 — Present

*Womens Merchandising Intern*

- Assist across Women's RTW, Knits & Sweaters, gaining an understanding of retail math, sales metrics, and contemporary market trends.
- Compile trend and market analysis for future season planning and partner with cross-functional teams for sample management.
- Attend design and development meetings for additional exposure.
- Maintain and update PowerPoint presentations and Excel workbooks and create visual category boards.

**Tatte Bakery & Cafe**, Boston, MA

July 2023 — August 2023

*Visual Merchandising Intern*

- Shadowed and assisted multiple members of the Visual Design Department through daily meetings, the opening of two new cafes, brand orientations, and holiday season preparations.
- Learned about cafe schematics, newsletter development, and visual presentation upkeep.

**MadeInCubator Boston**, Boston, MA

June 2021 — August 2021

*Summer Intern*

- Worked on projects to build the company's brand, improve visibility, and support the mission of making Boston a Fashion incubator
- Created, designed, and launched a blog using WordPress and Wix. Wrote and edited posts
- Marketed and launched a monthly speaker series. Created logos and graphics to promote upcoming projects and events
- Developed a brand ambassador program and reached out to potential partners

**The Hallmanac**, Dana Hall School, Wellesley, MA

September 2020 — June 2022

*Co-Editor, Journalist*

- Learned fundamentals of reporting, editing, and journalism
- Managed and led a team of writers

**Georgetown University Entrepreneurship Academy**, Georgetown University

June 2021 — July 2021

*Student*

- Developed business and presentation skills
- Collaborated with a group to create & pitch Social Coffee: a cafe & workspace with proceeds donated to Women's Microfinance Initiative in East Africa

**Project Fashion**, Experience America, Los Angeles, CA

June 2020 — July 2020

*Student*

- Developed an understanding of the business behind the fashion industry
- Toured industry-leading headquarters, including Guess, Citizens of Humanity, and Reformation

## LEADERSHIP POSITIONS

**Georgetown Ventures**, Georgetown University, Washington, DC

January 2024 — Present

*Creative Consultant*

- Collaborate with entrepreneurs to develop and enhance brand identity through the creation of logos, website design, and various graphic design projects
- Provide comprehensive marketing and digital media education to founders, enabling them to navigate the strategic marketing landscape effectively
- Implement targeted marketing strategies, including email marketing campaigns and social media advertising, to promote brand visibility and engagement

**McDonough Women**, Georgetown University, Washington, DC

August 2023 — Present

*President, Marketing Chair*

- Regularly update and manage all of the McDonough Women's social media accounts (Instagram, LinkedIn, Facebook) and Website to inform followers of upcoming events and opportunities
- Create all graphics and marketing materials and actively post on social media accounts
- Assist in organizing networking events in partnership with esteemed companies like Boston Consulting Group, Goldman Sachs, and Ernst Young.

**Georgetown Retail Luxury Association**, Georgetown University

August 2023 — Present

*Member*

- Take part in the undergraduate-run organization that partners with firms and individuals in retail and luxury industries through speaker series, pop-up shops, interactive panels, and member events with Jonna Rubin, President of Fendi Americas; Matthew Heller, President of Loewe Americas; Caroline Gardner, Head of Brand Marketing and Experience at The RealReal; Valerie Leon, President of Givenchy Americas.

**Bridge2Business Scholars Program**, Wake Forest University School of Business, Winston-Salem, NC

January 2023 — May 2023

*Selected Scholar*

- Chosen by faculty to take part in a diverse, 30-student program created for those who are serious about a career in the business world
- Attended weekly meetings to be trained by a professional career coach: learned about different fields of business, how to improve resumes, and visited established companies to begin building a professional network

**Winston Salem Teach**, Winston-Salem, NC

January 2023 — May 2023

*Research Assistant*

- Appointed by Psychology Professor to be one of two Research Assistants
- Collected data and compiled the research for the proposed Winston-Salem Teachers for Equity, Achievement, Community, & Humanity (WS-TEACH) program in partnership with Winston-Salem State University, Wake Forest University, Salem College, and Winston-Salem/Forsyth County Schools

## SKILLS AND AWARDS

- Proficiency in Microsoft Excel, Microsoft PowerPoint, Adobe Photoshop, Adobe Illustrator, Adobe InDesign
- Creative | Collaborative | Compassionate | Driven | Nuanced | Passionate