

MORGAN PERRY

International Luxury Brand Strategy Professional

CONTACT

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EDUCATION

Vogue College of Fashion

Condé Nast College of Fashion and Design

Pursuing a Master of Arts (MA) in
International Business & Luxury Brand
Strategy

Sept 2025

Southern Methodist University

Bachelor of Arts (BA) in Strategic Brand
Management Advertising and Business

2021 - 2025

SKILLS & CERTIFICATIONS

- LVMH Certification
- International Marketing & Cross-Cultural Communication
- Event Management: *SMU's Fashion Magazine Event Coordinator*
- Client Relations & VIP Experience
- Market Research & Competitive Analysis
- Public Relations & Influencer Outreach
- Data Analytics & Consumer Insights
- Digital Marketing & Social Media Strategy
- Creative Tools: *Adobe Creative Suite (Photoshop, InDesign, Premiere Pro), Final Cut Pro*
- Launchmetrics, Microsoft Office Suite, Google Workspace, Advanced Excel, AI Tools including ChatGPT, Claude AI, and Google Gemini

WORK EXPERIENCE

Decode Collectif, London, UK

PR Assistant

Apr 2025 - Present

- Support the PR team with media outreach, press relations, coverage reports, and coordinate talent logistics.
- Assists with event planning and execution, including guest lists and on-site support.
- Prepares press materials, including press releases and imagery packs, for client campaigns.

Breef, Denver, CO

Marketing, Sales & Operations Intern

Jan 2025 - May 2025

- Supported business development and client acquisition in a fast-paced startup environment, enhancing sales efficiency and driving campaigns.
- Developed and maintained lead scoring models to prioritize high-potential prospects, improving sales efficiency and campaign ROI.
- Analyzed campaign performance via HubSpot, providing insights that optimized engagement and conversion strategies.

VPR + Creative & Retrofête, New York City, NY

Fashion PR & Marketing Intern

Jun 2024 - Aug 2024

- Collaborated with VIP/Influencer and Editorial teams to secure features for luxury brands (Retrofête, SER.O.YA) and seven external clients, driving visibility in Vogue, Elle, and Harper's Bazaar.
- Built and managed media lists, drafted press releases, and executed influencer outreach using Adobe Photoshop and Canva, to strengthen editorial coverage.
- Conducted competitive analysis with Launchmetrics, contributing to PR strategy and event planning decisions.

BeAMalevich, Barcelona, Spain

Art Industry Marketing Intern

Jan 2024 - May 2024

- Developed digital content for product launches using Canva and Adobe Photoshop, increasing awareness of the company brand and fostering collaborations.
- Initiated international strategic partnerships with museums and distributors, growing the consumer base by 20%.

The Scout Guide/ Lemon Hill Media, Philadelphia, PA

Brand Strategy Intern

Dec 2022 - Aug 2023

- Led social media campaigns on LinkedIn and Instagram, resulting in a 40% engagement increase; directed brand-aligned photo shoots aligned with client objectives.