

Gabrielle Bridges

Woodstock, GA | 770.283.4266 | gabridges02@gmail.com | www.linkedin.com/in/gabrielle-bridges-6206a821b.

EDUCATION

Bachelor of Science in Fashion Design and Merchandising

May 2026

Mississippi State University, Starkville MS

Concentration: Merchandising

Minors: Public Relations and Marketing

GPA: 3.9

RELEVANT COURSEWORK

Visual Merchandising | Public Relations Writing | Public Relations Production | Digital Merchandising | Fashion Planning and Buying | Retail Math | Fashion Consumer Behavior | Product Development | Historic Costume | Digital Marketing

RELEVANT SKILLS

Technical: Excel | Muckrack | QuickBooks | Tableau | SketchUp | Adobe Photoshop/Illustrator | Google Workspace | Visual & Digital Merchandising | Styling | Writing | Event Planning | Managing social media | Media Monitoring

Soft: Time Management | Organization | Communication | Proactive | Leadership | Critical Thinking | Problem-solving | Adaptability | Commitment

Certifications: NRF Business of Retail: Operations of Profit Certificate | NRF Customer Service and Sales Certificate | NRF Retail Industry Fundamentals | Google Ads Certifications | Google Analytics Certificate

RELEVANT EXPERIENCE

Public Relations Intern, The RealReal, Perth Amboy, NJ

June-August 2025

- Monitored and reported on daily media coverage of The RealReal and key competitors to inform team strategy
- Built a comprehensive master media list and press win tracker to streamline PR outreach and showcase brand visibility
- Developed a strategic influencer partnership proposal outlining value alignment, campaign concepts, and execution plans

ADDITIONAL EXPERIENCE

Retail Associate, Pacsun, Kennesaw, GA

May- August 2024

- Supported inventory management and team coordination in a fast-paced retail setting
- Maintained visual standards by organizing floor sets and ensuring brand consistency throughout the store

Dance Instructor, Steps Dance Studio, Woodstock, GA

August 2018- May 2022

- Led and choreographed classes while managing the studio independently in the owner's absence
- Assisted with planning and promoting studio recitals and events to strengthen community engagement

CAMPUS INVOLVEMENT & LEADERSHIP

Vice President of National Retail Federation Student Association

May 2025- Present

- Assists with planning and executing NRF's Retail Big Show in New York City and Nashville's MAGIC Trade Show.

President of Fashion House

May 2025-Present

- Lead and manage all club operations, including event planning, executive team coordination, fundraising initiatives, and regular meetings to support organizational goals.

Fashion Board- Head Stylist for Etre Magazine

May 2025- Present

- Design photoshoot concepts from beginning to end, create mood boards, locate photographers, style models, and direct photo shoots

Alpha Delta Pi Sorority

August 2022- Present

- Marketing Team-Content Specialist-Planned and created content for the marketing team

Public Relations Student Society of America

August 2024- Present