

Nora Sweet Silvergleid

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EDUCATION

Washington University in St. Louis, Olin Business School, St. Louis, Missouri

May 2028

Bachelor of Science in Business Administration

Major in Organization and Strategic Management, Minors in Business of the Arts & Writing

- GPA: 3.9/4.0 (Dean's List All Semesters)

WORK EXPERIENCE

The Bureau Fashion Week

May 2025 & September 2025

New York Fashion Week Intern (September)

New York, New York

- Orchestrated multi-day runway production featuring national and boutique designers following strong performance at Miami Swim Week
- Directed coordination across 20+ media outlets, sponsors, and vendors to maximize efficiency and overall production quality
- Cultivated relationships with buyers, editors, and VIP guests to strengthen designer visibility and drive coverage in top fashion publications

Miami Swim Week Intern (May)

Miami, Florida

- Selected as one of 12 interns out of 1,000+ applicants to support garment preparation and operations for 20+ swimwear collections
- Facilitated model calls, styling adjustments, and runway sequencing to ensure smooth backstage flow and resolve on-site issues
- Assisted creative teams with set design, brand visuals, and social content capture to strengthen brand storytelling for featured designers

Rachelle Boutique and Luxury Consignment

May 2025 - August 2025

Merchandising Intern

Philadelphia, Pennsylvania

- Conducted market research and created sell-through reports to influence buying strategy for luxury consignment showroom
- Merchandised select product assortments, curating visual presentation and digital style boards to engage buyers, stylists, and media
- Drove \$30K in sales (representing 20% of total revenues) by cultivating a robust client portfolio, coordinating 10+ daily showroom appointments, and overseeing pricing strategies and negotiations

C&A

July 2023

Marketing Intern

Düsseldorf, Germany

- Strengthened brand visibility and audience engagement in the fashion industry through targeted influencer procurement and activations
- Pitched and was selected by the Executive Board to oversee a multi-day brand experience in Vienna for the Winter 2023 campaign
- Supported execution of cross-functional 'Back-to-School' campaign; aligned content production with overall marketing calendar and created content pieces that reached 1.5 million impressions (150x over avg.)

Gilbert & Evans

May 2021 - June 2023

Retail Sales Associate

Ardmore, Pennsylvania

- Provided attentive in-store service to customers by anticipating their needs, generating incremental sales and loyalty
- Analyzed historical sales data and industry trends to shape buying strategy, identified and helped secure a new label that aligned with emerging market styles and consumer profile; successful launch generated 65% increase in monthly revenue
- Created and oversaw social media strategy and website redesign, elevating brand experience and fueling 25% growth in e-commerce sales

LEADERSHIP

Armour Fashion Magazine

January 2025 - Present

Creative Director and Director of Project Management

St. Louis, Missouri

- Lead creative direction for seasonal fashion editorials and campaigns, ensuring cohesive visual storytelling across digital and print media
- Pitch and develop trend-driven fashion concepts and mood boards in collaboration with stylists, photographers, and post-production teams to craft compelling visual narratives that reflect the magazine's identity and aesthetic vision

Consult Your Community

January 2025 - Present

Market Analytics Consultant

St. Louis, Missouri

- Partner with a team of five to advise St. Louis-based businesses; conduct market research, perform quantitative analysis, and deliver data-driven recommendations to client executives
- Synthesized demographic data to develop a marketing campaign for local arts enterprise, yielding a 55% increase in online engagement

Phi Gamma Nu Professional Fraternity

November 2024 - Present

Professional Chair

St. Louis, Missouri

- Execute professional programming, integrating creative workshops and expert panels to advance career readiness for 80+ members
- Spearheaded and secured Build-A-Bear as a corporate client for a 300+ participant case competition, overseeing event logistics to drive professional engagement and recruitment success

Olin Business Council

August 2024 - Present

Finance & Programming Coordinator

St. Louis, Missouri

- Design and execute creative event concepts and marketing campaigns to strengthen community engagement within Olin Business School
- Oversee the school-wide Winter Trivia Night, managing a \$3,000+ budget and working in tandem with finance and marketing teams
- Develop free financial literacy and resume-building workshops for first-generation students to promote equitable access to career resources

SKILLS AND INTERESTS

- **Skills:** Retail Math (completed Delta Associates course in Summer, 2025), Canva, Microsoft Office Suite (Excel, PowerPoint, Word)
- **Interests:** Thrifting, Community Service, French, Junk Journaling, Tennis, Travel