

MORGAN PERRY

International Luxury Brand Strategy Professional

CONTACT

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EDUCATION

Vogue College of Fashion

*Condé Nast College of Fashion and Design /
University of Buckingham*

Pursuing a Master's in International
Business & Luxury Brand Strategy

Sept 2025

Southern Methodist University

B.A 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*
- Platforms: *Launchmetrics, MS Office, Google Suite, Excel Proficient*

WORK EXPERIENCE

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 and brand strategies using Canva and Adobe Photoshop, increasing awareness of the company brand and fostering collaborations.
- Collaborated with supervisor to test product quality and to create a product extension on the website, enhancing customer experience and clearer product information.
- 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

- Established foundational brand strategy, clarifying agency mission and audience targeting.
- Played a key role in website and social media campaigns on LinkedIn and Instagram, increasing brand visibility and engagement, resulting in a 40% engagement increase.
- Directed brand-aligned photo shoots, enhancing messaging for target audiences and aligning visuals with client objectives.