

JEZZICA LINDKRANTZ

Portfolio: theurbanmermaid.com

Blog: urbanmermaidvenice.wordpress.com

P: 310-770-2779 E: jlindkrantz@gmail.com

I have a driving passion for design supported by creative and strategic thinking. I seek to put my comprehensive design education and established skills to work in a dynamic and challenging environment. My background as a communications professional equips me with a rich skill set earned managing the publicity of major fashion brands including organization, attention to detail, an energetic attitude, long-term relationship building, and multi-tasking.

EDUCATION

UCLA Extension & Cal Poly Pomona, Los Angeles, CA

JANUARY 2009-PRESENT

ARCID Interior Design Masters Program, ASID member

- SketchUp
- History of Design
- Drafting
- Color Theory
- AutoCad
- Project Management
- Lighting Design
- Photoshop/Illustrator
- Space Planning

Georgia State University, Atlanta, GA

JULY 1996

B.A. Journalism, Concentration in Print Magazine, English minor

DESIGN EXPERIENCE

HUBLOT WATCH BOUTIQUES

- Source to delivery of flooring for Rodeo Drive, Las Vegas locations, assisting Principal Designer James Devens.

LOS ANGELES MENTAL HEALTH CENTER, DR. ROBERT CHANG

- Space planning, color palette creation, interior design consultation.

Surfing Cowboys, Venice, CA

October 2008-January 2009

Associate/Manager

Surfing Cowboys is a legendary vintage furniture and surf memorabilia shop on Abbot Kinney, an international resource for interior designers and celebrity client seeking authentic California lifestyle elements.

- Daily customer sales, Interior Designer services, Space planning and visual merchandising.
- Creating direct customer marketing, managing advertising, consignment accounting, design collaboration, pursuing new business partnerships.

PROFESSIONAL EXPERIENCE

REM Eyewear, Los Angeles, CA

January 2010-Present

Brand Manager, Lucky Brand/Corporate Communications Manager

- Creating all outgoing written communication from REM Eyewear and Editorial pitching / PR outreach/support for brands: Lucky Brand, Jones New York, Lipstick, Surface, Indie. Managing PR agency for John Varvatos. Converse, Tumi.
- Kick-started fledgling social media presence: creating *More Than Meets the Eye* blog, tripling Twitter followers, increasing Facebook friends (X 4), partnering with licensee brands and media outlets for social media campaigns.
- Managing Lucky Brand license: responsible for marketing budget, product design approvals, consumer marketing, contract fulfillment, annual business plan, reporting and monitoring of sales.

LUCKY BRAND JEANS, LOS ANGELES, CA

AUGUST 2005- AUGUST 2008

Public Relations Director

- Directing PR for Lucky Brand US, including the launch of Lucky Kid, managing PR agency, consulting and developing PR strategy and materials for Lucky Brand Jean's European and Canadian launch and expansion.
- Working with wardrobe departments for over 30 primetime TV shows, securing product placement in feature films.

FREDERICK'S OF HOLLYWOOD, LOS ANGELES, CA

September 2003-July 2005

Public Relations Manager

- Spearheading national press outreach, acting as company on-air spokesperson

MISSION 21, London, U.K.

March 2002-March 2003

Account Manager

Clients: The Science Museum, English Heritage, British Film Institute, IMAX® Cinema, DKNY and Radio Times..

STYLE.COM, New York, NY

Jan 2000-June 2001

Style.com Associate Fashion Producer

CHANEL INC., New York, NY

April 1997-Dec 1999

Ready-to-Wear Press Coordinator, U.S.