

EMMA P. SHAICH

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EDUCATION

Georgetown University, McDonough School of Business
B.S.B.A in Marketing; Minor in Fine Art (Oil Painting & Graphic Design)
Deans List: All semesters; GPA: 3.7/4.0

Washington, DC
Expected Graduation: May 2026

Dana Hall School
Cum Laude Society; Editor in Chief of Newspaper; Peer Educator

Wellesley, MA
September 2017 — May 2022

RETAIL LUXURY EXPERIENCE

CHRISTIAN LOUBOUTIN

Public Relations & VIP Press Intern

New York, NY
June 2025 — August 2025

- Managed press closet operations and sample flow, overseeing 100+ weekly loans for magazine shoots, stylist pulls, and VIP fittings across the Americas..
- Tracked coverage across 30+ print and digital outlets and created exposure reports that shaped visibility strategies for major campaigns and premieres.
- Elevated brand presence in top outlets (*Vogue*, *The Cut*, *Times*, *WSJ*, *GQ*) by supporting stylists and editors with 20+ celebrity and editorial placements.

SID & ANN MASHBURN

Part-time Sales and Operations Associate

Washington, DC
January 2025 — Present

- Manage e-commerce fulfillment for 60+ online orders daily, ensuring accuracy and timeliness.
- Deliver personalized styling and service recommendations, strengthening client relationships and enhancing customer satisfaction.
- Collaborate with colleagues to maintain seamless store operations and a polished luxury retail environment.

RAG & BONE

Women's Merchandising Intern

New York, NY
May 2024 — August 2024

- Analyzed trends across RTW, Knits & Sweaters, Cut & Sew, and Denim; presented findings and seasonal performance to senior leadership.
- Shadowed cross-functional teams (design, e-commerce, wholesale) to understand merchandising's role in shaping brand strategy.
- Created and maintained visual category boards and Excel workbooks for seasonal planning and strategic presentations.

GEORGETOWN RETAIL & LUXURY ASSOCIATION (GRLA), Georgetown University

Public Relations Team

Washington, DC
August 2023 — Present

- Strengthen GRLA's network across retail and luxury by liaising with industry leaders and coordinating speaker engagements with executives from brands such as Oscar de la Renta, Cartier, Fendi, Bentley Motors, Balenciaga, The RealReal, and Veronica Beard.
- Enhance brand visibility by drafting communications, shaping outreach strategies, and supporting event promotion across digital platforms..

TATTE BAKERY & CAFE

Visual Merchandising Intern

Boston, MA
July 2023 — August 2023

- Assisted design team in creating displays, layouts, and visual schematics for four new café openings.
- Facilitated store orientation sessions for 30+ new employees per location to reinforce brand identity.

LEADERSHIP POSITIONS

VENTURE IN THE CAPITAL SUMMIT, Georgetown University

Lead Student Organizer

Washington, DC
October 2024 — Present

- Led 13 organizers to plan an annual summit exploring the intersection of venture capital, entrepreneurship, and public policy, attracting 1,200+ registrants.
- Secured high-profile speakers (Keith Rabois, Mayor Muriel Bowser, Kara Swisher, Eva Alexandridis) through strategic outreach and cold emails.
- Curated panel content and moderated hour-long sessions, engaging diverse audiences of students, investors, and policymakers.
- Managed logistics, marketing, and press outreach, earning coverage in Forbes, Business Insider, and Technical.ly.

MCDONOUGH WOMEN, Georgetown University

President

Washington, DC
May 2024 — June 2025

- Directed strategy and programming for a 450+ member organization, managing a 10-member executive board.
- Expanded industry partnerships with Goldman Sachs, BCG, Bank of America, and Bain, securing sponsorships and career opportunities for members.
- Spearheaded workshops, speaker series, and treks to foster women's professional development.

Marketing Director

August 2023 — September 2024

- Developed and executed marketing strategies to increase club membership and event participation, including a rebrand for the club's 10-year anniversary.
- Managed social media, reaching 1,000+ followers; designed branded promotional materials.

GEORGETOWN VENTURES, Georgetown University

Marketing Consultant

Washington, DC
January 2024 — Present

- Partnered with early-stage startups on go-to-market strategies, brand identities, websites, and pitch decks.
- Developed brand books and digital assets, helping portfolio companies raise \$2M in funding.

SKILLS AND CERTIFICATES

- Design: Adobe Photoshop, Illustrator, InDesign
- Business Tools: Microsoft Excel, PowerPoint, Word
- Web/Branding: WordPress, Wix, Squarespace, Figma
- Industry Software: Launchmetrics Fashion GPS

Certificates: INSIDE LVMH Program (Creation & Branding, Retail & Customer Experience)

Interests: Painting (Completed AP Studio Art, Life Drawing, Oil Painting Level 1 and 2 Courses), Creative Writing (Editor-in-Chief for High School Newspaper), Enjoy traveling (30+ countries visited), Baking, Gift-giving.