

DYLAN M. KIRSHEN

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EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC May 2028
Major in Media and Journalism (Advertising/Public Relations concentration)

- GPA: 3.87
- Academic Focus Certificate (in progress): Fashion Communication and Marketing
- Relevant Coursework: FashionMash Editorial, Advertising Creative, Concepts of Marketing, Digital Storytelling

Honors and Awards

- Summa Cum Laude High School Graduate
- Dean's List (all semesters)

EXPERIENCE

WantLocker – Chapel Hill, NC January 2026 – Present
College Campus Ambassador

- Selected to represent and promote a fashion-tech startup through on-campus initiatives and peer-to-peer engagement
- Plan and host campus events to increase brand awareness and grow Locker's student community at UNC
- Create and share social media content showcasing shopping tools, brand partnerships, and affiliate marketing initiatives
- Develop exposure to startup operations and brand strategy at a fast-growing, female-founded fashion-tech startup
- Collaborate with company leadership and fellow campus ambassadors to support brand strategy and growth initiatives

Monkees of Chapel Hill – Chapel Hill, NC May 2025 – Present
Retail Sales Associate and Digital Media & Social Media Content Creator

- Style customers, mannequins, and merchandise the store to improve sales, customer experience, and boutique aesthetic
- Create social media posts via the Canva graphic design platform to drive customer engagement and retention
- Trained three new hires by teaching company processes and etiquette for swift transitions and relationship-building
- Deliver outstanding customer service, fostering long-term relationships and overall customer loyalty and satisfaction
- Enhance customer experience by assisting with product selection and offering personalized recommendations

LEADERSHIP AND COMMUNITY INVOLVEMENT

Coulture Magazine – Chapel Hill, NC August 2025 – Present
Associate Director of Styling

- Lead sourcing, fitting, and styling of outfits for the magazine's themed shoots to visually merchandize fashion concepts
- Curate mood boards and analyze trends to accurately style each shoot, strengthening creative and visual direction skills
- Finalize outfits ensuring styling choices complement concepts for visually compelling editorials and cohesive looks

Carolina Women in Business – Chapel Hill, NC January 2025 – Present
Active Club Member and Jewels of Hope Jewelry Designer and Sales Volunteer

- Engage in industry panels, career workshops, and networking events to build confidence within professional settings
- Develop foundational business skills through collaboration with club members to gain exposure to the business sector
- Designed and sold handcrafted jewelry, exceeding \$1k in sales with 536 pieces sold to support a local rape crisis center

ADDITIONAL INFORMATION

- Proficient in Microsoft Office, Adobe Premiere Pro, Google Suite, and Canva Visual Suite
- Organizations: Coulture Magazine, Carolina Women in Business, Marketing Club, Advertising Club, Carolina PRSSA
- Skills: Customer service, marketing, organization, detail-oriented, styling, digital media, creative and visual direction
- Hobbies: Fashion styling, creating mood and trend boards, painting, pickleball, and trying new sushi restaurants