Linen Owens

(828) 460-6893 | lgo22@miami.edu | linkedin.com/in/linen-owens

EDUCATION

University of Miami Herbert Business School — Coral Gables, FL

Bachelor of Business Administration in Marketing, Minor in Entrepreneurship — May 2028

- **GPA:** 3.5 / 4.0
- **Honors:** Dean's List, Provost's Honor Roll, Alpha Lambda Delta Honor Society
- **Relevant Coursework:** Microeconomics; Macroeconomics; Quantitative Applications in Business; Foundations of Marketing; Managing for Success in the Global Environment; International Marketing; History of Fashion; Sustainable Fashion

University of Miami — Kyoto/Tokyo, Japan

Study Abroad Program in International Marketing and Sustainable Fashion — *June 2025 - July 2025*

- Developed understanding of current factors affecting International Marketing with a special emphasis on leading sustainability initiatives
- Examined the sustainability in the fashion industry and leading fashion brands through business visits, workshops and fieldwork

WORK & LEADERSHIP EXPERIENCE

Red Bull North America — Miami, Florida

Student Marketeer — *February 2026 to Present*

- Promote brand engagement through strategic sampling initiatives
- Represent Red Bull brand on campus and in the community by executing targeted marketing

Abercrombie & Fitch Freshman Forum — New Albany, Ohio

Virtual Internship — *July 2025 to August 2025*

- Analyzed methods for product development and retail
- Collaborated on building a professional brand

Luxury and Fashion Club at University of Miami — Coral Gables, FL

Active Member — August 2024 to Present

- Attend conferences, speaker events, and community events to facilitate networking opportunities within the fashion industry

Louis Vuitton Moet Hennessy — Paris, France

Online Certificate — October 2024

- Experience in navigating the fashion industry and forecasting shifting consumer expectations.
- Acquired knowledge of creation and branding.
- Worked closely with LVMH to understand the important trends that influence retail.

New York University — New York, NY

Fashion Design Student — July 2023

- Collaborated with a fashion designer to design an evening wear line.
- Led team's efforts to sketch and design various evening gowns.
- Analyzed options available for fabric and color palette based on available materials and resource considerations.
- Developed strategy for marketing to new prospective clients and brands.

SKILLS, ACTIVITIES & INTERESTS

Languages: Conversational Proficiency in French
Technical Skills: Proficient in Microsoft Excel
Activities: Alpha Lambda Delta Honor Society, Golf
Skills: Critical thinking; Creativity; Problem Solving; Self Motivation; Teamwork