Linen Owens

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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:** Foundations of Marketing; International Marketing; Luxury Marketing; Marketing for the Entrepreneur; Quantitative Applications in Business; Managing for Success in the Global Environment; History of Fashion; Sustainable Fashion; Fashion Design

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

University of Miami
Florence, Italy

Study Abroad Program in Luxury Marketing *June 2026 - July 2026*

- Closely examined Fashion & Luxury Marketing in the city of Florence
- Gained a first-hand experience with luxury Italian brands as they relate to marketing strategy
- Explored how Italian business organizations have developed and successfully market the most prestigious global luxury & fashion brands

WORK & LEADERSHIP EXPERIENCE

Country Club of Asheville
Asheville, North Carolina

Outdoor Hospitality *June 2026 to August 2026*

- Managed the poolside check-in desk, warmly greeting members and guests, verifying membership status, and enforcing club rules with a polite and professional demeanor
- Provided attentive poolside food and beverage service, taking orders accurately and delivering meals in a timely manner

Red Bull North America
Miami, Florida

Student Marketeer *February 2026 to June 2026*

- 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