

# THOMAS PENCE

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## EDUCATION

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- New York University, Leonard N. Stern School of Business** May 2016  
*Bachelor of Science, Marketing, International Business and Spanish (minor)* New York, NY, United States
- Spring 2014: Abroad in Buenos Aires, Argentina
- Lycée Jean-Pierre Vernant, Sections Internationales de Sèvres, France** July 2012  
*Bilingual school, Concentration in Natural Sciences and International Studies (IB)* Paris, France

## WORK EXPERIENCE

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- Freelance Brand Consulting, Web Development & Event Marketing** January 2006 – Present  
*Thomaspence.com* New York, NY, United States
- Brand consulting & web development (+400 orders and +150 clients). Clients include:
    - Coldwell Banker Previews (2012).
    - Michelle Greenwald – Innovation Marketing Professor at Columbia Business School & former Senior VP of New Business Development at the Walt Disney Company (2015). My work was featured on [Forbes in article “Why Every Marketing Exec Needs A 21-Year-Old Advisor.”](#)
    - Tobi Elkin – Market Insights Director at eMarketer (2015).
  - Event marketing. Clients include:
    - Williamson PR’s NYFW events (Skinraft SS16, Pyer Moss FW15, SS16, John Elliott & Co FW15 and VisVim FW15).
    - The Faena Hotel in Buenos Aires, Argentina (organized independently 4 events for +200 expatriates and diplomats).
- Shakira Online France** April 2008 – Present  
*Founder, Manager, Webmaster and Designer* Paris, France  
[www.Shakira-Online.fr](http://www.Shakira-Online.fr) is Shakira's Sony Music recognized official website in France. Founded alone at age 14.
- Design and program website and its 7 sub-websites (including content of over 3,000 news articles, 450 pages and 120,000 exclusive high definition pictures).
  - Establish lucrative partnerships with Google AdSense and French companies such as the FNAC, the largest European radio station NRJ and secondary concert ticket reseller Viagogo.
  - Hire, train and manage 7-people team.
  - Organize large-scale projects within the fans community (i.e., creation of a visual effect on her live DVD filmed in Paris via international multilingual fundraising and the distribution of +4K luminous bracelets).
  - Create and maintain strong social media presence (Twitter: +13.5K followers, Tumblr: +500 followers)
- New York University Residential Life and Housing Services** August 2014 – Present  
*Resident Assistant* New York, NY, United States
- Coordinate programs for a building of 950 residents to build a community conducive to academic and personal growth.
  - Create innovative award-winning Instagram-enhanced floor decorations and programming.
  - Instruct “Disco Bike” (*Spinning-meets-Zumba* classes) 4+ times per week with consistent full attendance.
- New York University, Stern School of Business** July 2015 – Present  
*Undergraduate and Graduate Teaching Fellow* New York, NY, United States
- Assist NYU Stern professors during class with grading and student engagement. Classes include:
    - Brand Strategy & Planning – Spring 2016 (undergraduate)
    - Organization Communication & Its Social Context – Fall 2015 & Spring 2016 (undergraduate)
    - Advanced Marketing Planning – Summer 2015 (graduate)
- Saint Laurent Paris** June 2015 – August 2015  
*Public Relations Intern* New York, NY, United States
- Conduct research and media monitoring for Saint Laurent Paris in Americas markets.
  - Update media lists of editors, reporters, bloggers, and influencers for press outreach.
  - Traffic samples through FashionGPS and maintain showroom’s presentation.
  - Compile and present data of Saint Laurent’s top customers in Brazil ahead of Sao Paulo store opening.
- Christian Dior Couture** May 2014 – August 2014  
*Digital Communications Intern* Paris, France
- Prepare Dior's Facebook, G+, Instagram, Twitter and Tumblr publications (including two publications on Instagram during Couture fashion week that broke the historic amount of likes by +33%).
  - Work backstage at Dior Homme Summer 15 and Dior Couture 14-15 fashion shows in Paris and at photo shoots.
  - Research competition's social media platforms and think critically of Dior's approach to communicating, with a special focus on Dior’s Tumblr.

## SKILLS & INTERESTS

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**Skills:** SPSS, Harvard Conjoint Analysis, CisionPoint, FashionGPS, Adobe Creative Suite & Programming (CSS, HTML, CMS).  
**Languages:** Fully fluent in English (fathertongue), French (mothertongue) and Spanish. Limited working proficiency in Italian.  
**Interests:** Fitness (spinning & rock climbing instruction), Travelling & Backpacking (latest independent trip though 8 cities in Colombia and Vietnam), Fashion (a classy Dior meets hipster NYC vibe), rising social networks (Tumblr, Snapchat).