EMILIA MARTENS

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Fashion and Design Management graduate (MPS, Parsons School of Design, August 2026) with hands-on experience at luxury fashion retailer UNGER (Hamburg), spanning e-commerce styling, content production, and social media. Highly proficient with AI, using tools like Claude Code to automate processes and build tools, from content calendars to chatbots. Now looking to grow into brand, content, and digital marketing.

EDUCATION

MPS, Fashion and Design Management — Parsons School of Design Aug 2025 - Aug 2026
GPA 3.94 — Thesis: How do FoMO and the pursuit of individuality influence Generation Z's consumer purchasing behavior in the age of social media?

BA, Fashion Management — AMD Akademie Mode & Design, Hamburg Sep 2021 – Feb 2025
Focus: Virtual Lab, Leadership. Thesis: Corporate management in the changing digital transformation.

EXPERIENCE

Social Media Trainee — UNGER, Hamburg, Germany Sep 2023 - Feb 2024
Luxury fashion retailer

- Planning outfits for social content shoots and influencer collaborations, and supporting major productions on set.
- Running Instagram content for four brand accounts across always-on and campaign contexts, from concept through capture and publishing.
- Planning and maintaining feeds and posting schedules across the four accounts, keeping each brand's output consistent with its visual identity.
- Managing daily community engagement across the four Instagram accounts.
- Supporting the planning and execution of brand events.

Styling & Social Media Intern — UNGER, Hamburg, Germany Mar 2023 – Aug 2023

- Assisting with e-commerce styling, preparing and styling looks for the brand's online shop.
- Supporting styling for major productions, planning outfits in advance and organizing the samples so the shoots ran as planned.
- Providing on-set support during major productions while capturing behind-the-scenes content for the brand's Instagram account.

SELECTED PROJECTS

Dior Digital Archive Museum — Course Project, Parsons School of Design

- Built the website and the "Ask the Archive" AI chatbot for Dior Alive, a digital museum concept developed in a four-person team at Parsons — site structure, product presentation, and AI-generated imagery and video.
- Developed "Ask the Archive," an AI chatbot that answers visitor questions about exhibited products, how they were made, and the brand's history, an internal-tool approach to improving the online user experience.

VOLUNTEER WORK

Chairwoman of the Board — Rwanda Student Cooperative Feb 2020 – Feb 2021
Louisenlund Foundation, Güby, Germany

- Overseeing the cooperative's finances, reviewing annual revenue and the accounting team's annual report before presenting it to the general assembly.
- Leading the student cooperative's board, running general assemblies, onboarding new members, and realizing events end to end.
- Implementing planned partnerships, managing communication with partners, and supporting sales at events.
- Taking on the cooperative's design work beyond the board role, including new product packaging.

ADDITIONAL EXPERIENCE

Marketing Intern — Goetzpartners, London, United Kingdom Jun 2019

SKILLS

Tools: Microsoft Office Suite (Word, Excel, PowerPoint), Adobe Photoshop, Adobe Creative Suite, CapCut (short-form video editing), Instagram and TikTok (content planning, scheduling, Insights), Blender, CLO3D
AI & emerging tech: Claude Code (AI-assisted web development, chatbot/agent building, internal workflow tools and process automation, e.g. automated content calendars), generative AI tools for image and video creation
Languages: German (native), English (fluent, C1), Spanish (B1)