

Jessica Pontoriero

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Objective

To obtain a challenging apparel design internship that builds on skills in design, alterations, and sustainability

Education

Bachelor of Science in Consumer, Apparel, and Retail Studies

University of North Carolina at Greensboro, Greensboro, NC

Concentration: Apparel Product Design | Minor: Entrepreneurship

Expected Graduation Date: December 2026

GPA: 4.0

Professional Experience

Nicole Casteñeda, Los Angeles California/Remote

Social Media Intern

October 2025 – Present

- Assisted with brand storytelling by developing consistent visual themes that aligned with the label's aesthetic
- Collaborated directly with the designer to plan social media campaigns and ensure accurate brand representation

First Watch Restaurants, Clemmons, NC

Lead Server

November 2023 – Present

- Mentor and train 10+ new staff members, resolving conflicts and supporting management
- Maintain hospitality standards while managing 6-8 tables, and assisting across sections
- Demonstrate agility and leadership in high-volume service with consistent positive guest feedback
- Identify workflow issues and suggest improvements, reducing wait times during peak hours

Cass B by Design, Kernersville, NC

Alterations/Apparel Design Intern

August 2024 – June 2025

- Coordinated design and alteration of garments for 50+ clients with precise fittings and finishing
- Served as lead assistant during fashion shows, managing model lineup, garment changes, and show flow
- Applied expert hand and industrial sewing techniques to deliver flawless finishes under strict deadlines

Scholastic Activities

University of North Carolina at Greensboro, Threads Club, Greensboro, NC

VP of Marketing

May 2025 – Present

- Rebrand club with first-ever marketing standards for fonts, colors, and design, enhancing brand consistency
- Produce 100% of social media content, scheduling 3-5 posts weekly to drive event attendance and engagement
- Grow Instagram by 300 followers and 45k views in 30 days through strategic content creation
- Apply strengths, weaknesses, opportunities, and threats analysis to guide rebranding, restructuring outreach effectiveness

Undergraduate Research and Creativity Awards (URCA), Greensboro, NC

Research Partner

August 2024 – May 2025

- Researched circular fashion models and sustainable textile solutions, presenting findings at URCA Expo
- Reduced textile waste in university sewing labs by 70% through new collection and repurposing system
- Led sustainability initiative repurposing 100+ pounds of textile waste into marketable products
- Designed up-cycled garments using zero-waste pattern making, earning Second Place at URCA Expo

Achievements

- Chancellor's List, 2023-Present
- Recipient of the Miriam Scott Mayo & Hazaleene Tate Scott Scholarship, 2025
- V-Stitcher 101 Certification | <http://verify.skilljar.com/c/vp3nbq52wqqqs>, 2025
- Bronze Leadership Challenge Award, 2023