

Andrea B. Reyes

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Professional Profile

Andrea is an experienced community organizer running the NYC Fair Trade Coalition, a 501(c)3 which she grew from 20 business members to 100 business members and over 100 fair trade advocates. She is an adjunct instructor at the Fashion Institute of Technology and LIM College teaching global sourcing, corporate social responsibility, and sustainability. She is a soon to be published author with Bloomsbury Publishing, and has written college level coursework.

Professional Experience

NYC Fair Trade Coalition - **Chair** New York, NY
October 2016 - Present

- Elected as chair, recruited businesses, advocates and board members.
- Continue to lead board capacity building training.
- Recruited and oversee 100+ businesses and 100+ fair trade advocates.
- Host monthly fair trade community meetings, fair trade educational events, and partnership management between educational, nonprofit, and corporate organizations.

A. Bernadette - **Founder** New York, NY & Uganda
January 2013 - Present

- Lifestyle fair trade brand focused on education, consulting, fashion workshops and advocacy events in NYC & Uganda
- Work with artisans effected by poverty, designing products to bring bring to U.S. market
- Organize study abroad experiences bringing students for annual trips.

Teaching Experience

Adjunct Instructor New York, NY
Fashion institute of Technology January 2018 - Present

- Courses taught: International Corporate Responsibility, Global sourcing in the International Trade and Marketing Department, Product Life-Cycle Management in the Sustainability Certificate Program

Adjunct Professor New York, NY
LIM College September 2014 - Present

- Courses taught: Retailing, Global Retailing, Introduction to Fashion Business, Senior Fashion Merchandising Capstone, Graduate Level: Product Development
- Created coursework for Fashion Merchandising Management Capstone

Adjunct Professor New York, NY
Baruch College September 2017 - June 2019

- Courses taught: Import/Export, Global Sourcing and Supply Chain Management, E-commerce & International Trade for the Fashion Industries

Academic History

Fashion Institute of Technology **New York, NY**
Master of Professional Studies, Global Fashion Management December 2012
Capstone: “Department Stores, Millennials, and the Triple Value Proposition”
Practicum: Participated in three international trade classes in Paris, Hong Kong
and Shanghai

Fashion Institute of Technology **New York, NY**
Bachelors of Science, International Trade and Marketing July 2009
Practicum: Buenos Aires, Argentina
Honors: Cum Laude

Presentations

United Nations Department of Public Information on Non-government Organizations
Sustainable Fashion Debriefing NY, New York November 2017

Fair Trade International Symposium, Portsmouth, UK June 2018

Society for Ethical Culture - Fair Trade 101, New York, NY January 2020

Publications

2020. “Apparel Costing” published by Bloomsbury Publishing, by Andrea B. Reyes,
Andrea Kennedy, and Francesco Venezia

2018. “The Fair Trade 411” in Fashion Manuscript.

2018. “Marketing Ethical, Sustainable, and Fair Trade Fashion” in Bloomsbury Fashion
Business Cases, by Andrea B. Reyes.

Fellowships & Grants

The Fashion Institute of Technology Faculty Development Grant and Awards
Presented Marketing Ethical, Sustainable, and Fair Trade Fashion *June 2018*

Cotton Inc. International Market Research Grant - “Brazil - Cotton: Simply Sensual” -
First place winner and project leader May 2008

Affiliations

Organization of Women in International Trade - New York Chapter - *Marketing Chair*
Fair Trade Campaigns - Mid-Atlantic Chapter - *Regional Leader*