



Public Relations Writing Final Project

By: Skyler Mendes

At Vintage Penguin, I am a Public Relations Social Media Manager. The company sells sustainable vintage apparel ranging from clothing to accessories for young women at a reasonable price. Vintage Penguin conducts photoshoots for the website, composes editorials on lifestyle and fashion, shoots short styling videos for the YouTube channel and further social media content. My responsibilities for the company include creating content for the social media accounts, posting on the accounts, influencer event planning, building brand awareness and devising strategy. The objective is to boost relations with customers through communication.

Vintage Penguin hires new public relations social media manager

Skyler Mendes to coordinate social media efforts

SEATTLE (April 13, 2022) – Vintage Penguin has hired Skyler Mendes as public relations social media manager. Mendes will manage the company’s social media accounts, post content, plan events for influencers, build brand awareness and devise public relations strategies.

Mendes has 10 years of public relations and social media experience including working as a social media brand manager for Chico’s retail store, an influencer-collaboration coordinator for Anthropologie and an editorial creator and editor for Glossier. She earned a bachelor’s degree in communications from Florida Gulf Coast University.

“Skyler will be a great addition to our team here at Vintage Penguin,” said Silvia Sanchez, director of public relations. “She has plenty of insight on how our team can create stronger relationships with our customers through social media.”

About Vintage Penguin

Vintage Penguin is a women’s apparel store that sells sustainable vintage items originating in 2019. The company has store locations in New York, New Jersey, Florida, Washington and Illinois. The corporate headquarters is located in Seattle, Washington, and its manufacturing plant is located in Chicago, Illinois. To learn more about Vintage Penguin, visit

www.ShopVintagePenguin.com or call 206-366-1246. For more information, visit the company’s [Instagram](#) and [Twitter](#).

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FACT SHEET

April 27, 2022

Vintage Penguin is an American retail company that sells sustainable vintage apparel for young women with five locations throughout the country originating in 2019. The company Penguin offers a variety of tops, bottoms, sunglasses, hats and other accessories.

Mission and Vision

- Vintage Penguin's mission is to boost awareness regarding sustainability in fashion through the collaboration of influencers and strong communication with its customers.
- The company's vision is to produce high-quality sustainable products that radiate the impact of doing good for the environment through eco-friendly processes.

Key Facts

- Vintage Penguin's corporate headquarters is located in Seattle, WA and its manufacturing plant is located in Chicago, IL.
- The company employs 227 people.
- The company has more than 400,000 customers.
- The Corporate Social Responsibility website is www.VintagePenguinSustains.com.

Milestones

- Vintage Penguin launched its "Environmentally-Friendly Penguins" campaign to highlight environmental issues caused by fast fashion which raises around \$10,000 annually.
- The company initiated its "Rewards for Recyclers" point system that turns donations into store credits or coupons in an effort to promote sustainability.
- The company won the "Store of the Year" award from GQ Magazine in 2020.

Contact Information

- Director of Public Relations Silvia Sanchez can be reached at 206-237-4592, or her email address ssanchez@vintagepenguin.com
- The company's website is www.ShopVintagePenguin.com
- Find more information on the company's social media including Twitter and Instagram.

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Social Media Posts

Instagram:



vintagepenguin • Follow

Seattle, WA





Liked by fairlylove and 4,672 others

vintagepenguin

 @oliviarodrigo wearing our mini satin slip dress 🛍️🌟 Link in bio to shop Olivia's Vintage Penguin favs #ShopVintagePenguin 🐧

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23 HOURS AGO



vintagepenguin • Following





Liked by angelicavincenzo and 4,672 others

vintagepenguin

 We are ecstatic to launch our #EnvironmentallyFriendlyPenguins Campaign to put an end to fast fashion! Click the link in our bio to learn more about how YOU can help the environment 🌱💕 #ShopVintagePenguin 🐧

View all 97 comments

17 HOURS AGO

Twitter:



Email:

Rise and Shine Shoppers,

With our new campaign #RewardsForRecyclers, we want to work with you guys to make our 🌍 a better place....we are giving away a FREE TOTE when you donate a bag of used clothing items to our in-store baskets THIS WEEK ONLY! Come shop sustainably with us at your nearest Vintage Penguin location!



With love,

The Vintage Penguin Team

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