

EDUCATION

- FASHION INSTITUTE OF TECHNOLOGY, State University of New York
BFA, Fabric Styling May 2016, GPA 4.0
Valedictorian, Summa cum laude, Dean's List, Fabric Styling Department Award
- THOMAS NELSON COMMUNITY COLLEGE, Hampton, Virginia
AAS, Communications Management & Desktop Publishing May 2010, GPA 3.73
Magna cum laude, Merit List

EXPERIENCE

STYLIST & CREATIVE CONSULTANT

Freelance, New York, NY • 2013 to Present

- Conceptualized creative direction of fashion, product, food, and interiors for editorial, advertising, television, e-commerce, and home staging
- Conducted research to create unique lookbooks/storyboards based on current and forecasted trends
- Oversaw photoshoot preparations and logistics including merchandise budgeting, selection, and return
- Styled models and collaborated on-set with photographers, hair stylists, and make-up artists
- Steamed garments, dressed, and assisted lead stylists for NYFW shows including Treasure Hur, Gustavo Carvalho, Harare, and Argyleculture by Russell Simmons
- Assisted NYFW production rehearsals as a stand-in for KCD, Coach, Tommy Hilfiger, and Marc Jacobs
- Staged and redesigned vacant and occupied homes for sale
- Oversaw staging preparation and logistics including design and planning; pulling, packing, and supervising of project crew; and staging and cleaning of full room set-ups of furniture and accessories
- Wrote blog posts on fashion and style trends

TEXTILE/SURFACE GRAPHIC DESIGNER

Freelance, New York, NY • 2010 to Present

- Developed concepts and created artwork for apparel and home markets
- Worked with a range of media including photography, hand-rendering, and CAD for print and digital
- Published work for the Museum at FIT's Spring 2017 Trends Wall; Amazon Studio Sessions Challenge, Holiday 2016; TNCC Desktop Publishing flyer; and TNCC Office Administration brochure

FREELANCE FASHION ASSISTANT

Marie Claire Magazine, New York, NY • 2016

- Assisted the fashion department with maintaining the fashion closet and supervising interns
- Created storyboards, maintained lookbook binders, and prepared for photoshoots including market requests, run-throughs, and packing/unpacking of trunks
- Coordinated messengers, UPS, and WorldNet for deliveries and pick-ups; tracked RTW samples
- Maintained trunk photos, recorded photoshoot credits, and compiled sitting sheets
- Assisted on-set for local photoshoots including Jill Furman for MC @Work and Blake Lively cover shoot
- Prepared expense reports for editors and assistants

COMPUTER SKILLS

PC, Mac; Adobe CC, Photoshop, Illustrator, InDesign, PageMaker, Audition, Premiere; Kaledo Print, Weave; NedGraphics, Design & Repeat, Easy Coloring, Easy Knit, Easy Weave; Microsoft Word, Excel, PowerPoint, Publisher, FrontPage; Basic html & Web design; Social Media, Instagram, Twitter, Facebook, Pinterest, Blogspot, Tumblr, LinkedIn, YouTube

ADDITIONAL EXPERIENCE

EVENT MARKETING SPECIALIST

Fox Racing, Irvine, CA • 2010 to Present

- Assisted with indoor and outdoor event set-up and activation including construction and maintenance, visual merchandising, A/V systems, and catering; troubleshoot on-site tech issues
- Set-up and tore-down footprints ranging from 10'x10' booths to 45'x20' race tents
- Developed and maintained brand relationships with customers, clients, staff, and vendors
- Trained in sales and media presentations for motocross, mountain bike, and lifestyle departments
- Sampled products, communicated message points, and promoted brand awareness to consumers
- Provided event summary feedback and recaps
- Traveled in national and international markets

FASHION INTERN

Loris Diran, New York, NY • 2015

- Assisted with production designs and sample selections
- Coordinated public relations contacts with buyers, stylists, and publications

STYLING INTERN

Elizabeth Sulcer Studios, New York, NY • 2015

- Processed daily operations and incoming and outgoing shipments; oordinated sample loan requests
- Prepped for and assisted with editorial photoshoots

FASHION & PUBLIC RELATIONS INTERN

Nepali by TDM, Potomac, MD • 2013

- Implemented ambassador program to efficiently increase brand image, reach, and sales based on social media marketing and create relationships with fashion bloggers; acted as liaison
- Researched style blogs to develop proposals and write online media pitches, blasts, and press releases
- Maintained ambassador/celebrity gifting and return database and editorial clippings
- Organized stockroom, steamed garments, and assisted in sample selection
- Photographed product for online store and edited website inventory and text

MARKETING SPECIALIST

Freelance, Williamsburg, VA • 2003 to Present

- Appeared nationally in print, commercial, television, film, promotional, trade show, and other events
- Represented companies nationally as a spokesmodel and product specialist at trade shows including apparel, food, medical, specialty, and other industries
- Developed and executed marketing and public relations strategies to establish consistent branding
- Maintained social media presence and website design to market, inform and reach new clientele
- Managed scheduling, traveling, and invoicing
- Scouted locations and provided styling, hair and make-up

PUBLISHING INTERN

Severna Park Voice, Severna Park, MD • 2001-2002

- Performed administrative support functions for staff members
- Wrote press release articles and edited copy
- Worked under deadlines to design and place advertisements and articles