

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

NSTO, Richmond, VA • September 2018 to Present

- Styled men's and women's on-figure looks for e-commerce and editorial photoshoots
- Worked as part of a studio team to meet deadlines and daily goals
- Collaborated with creative team to brainstorm, coordinate, and execute outfitting and styling
- Supported and communicated with merchandisers for style requests
- Worked to ensure that styling aligned with both Need Supply Co. and vendor aesthetics
- Expedited priority product on-set and through the studio to meet business demands
- Maintained photoshoot credits and updated editorial asset trackers
- Managed organization of clothing, accessories, and props in fashion closet in order to maintain a clean set and ensure regular prop rotation and awareness of OH inventory; requested product transfers
- Maintained knowledge of current trends in order to bring innovative ideas and inspiration to the team

STYLIST & CREATIVE CONSULTANT

Freelance, New York, NY • June 2013 to Present

- Conceptualized creative direction and styling of fashion, products, and interiors; produced content for editorial, advertising, e-commerce, television, film, and home staging
- Pitched and contributed to style sections for publications including Richmond Magazine and R•Home
- Researched current and forecasted trends to create unique lookbooks and storyboards
- Oversaw photoshoot preparations and logistics including merchandise budgeting, selection, and return
- Collaborated on-set with editors, art directors, photographers, hair stylists, and make-up artists
- Steamed garments, dressed, and assisted lead stylists for NYFW shows
- Staged and redesigned vacant and occupied homes for sale; oversaw design and planning; pulling, packing, and supervising of project crew; and staging and cleaning of full room set-ups
- Developed concepts and created artwork for apparel and home markets utilizing photography, hand-rendering, and CAD for print and digital

FREELANCE FASHION ASSISTANT

Marie Claire Magazine, New York, NY • January 2016 to May 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

ADDITIONAL EXPERIENCE

PRODUCTION MANAGER

WMBG Williamsburg's Radio Station, Williamsburg, VA • January 2018 to December 2018

- Managed daily department functions and supervised assistants and interns
- Maintained station clocks, updated and formatted music database, and generated music logs
- Monitored radio metrics and usage reporting
- Wrote, recorded, and edited audio content for commercial spots and scheduled programming
- Recorded and edited film content for social media and website
- Created and posted social and web content on Facebook, Instagram, YouTube, Twitter, WordPress, Wix

EVENT ACTIVATION SPECIALIST

Fox Racing, Irvine, CA • August 2010 to Present

- Assisted with indoor and outdoor event set-up and activation including construction and maintenance, visual merchandising, A/V systems, and catering
- Set-up and tore-down footprints ranging from 10'x10' booths to 45'x20' race tents
- Troubleshoot on-site issues including technical and staffing
- 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

MARKETING SPECIALIST

Freelance, Williamsburg, VA • June 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

ADDITIONAL EXPERIENCE

FASHION INTERN • Loris Diran, New York, NY

STYLING INTERN • Elizabeth Sulcer Studios, New York, NY

FASHION & PUBLIC RELATIONS INTERN • Nepali by TDM, Potomac, MD

PUBLISHING INTERN • Severna Park Voice, Severna Park, MD

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; Teamwork CHQ, Hub, Basecamp; Web design, Basic HTML, Social Media