

Ayasha Colantoni

Fashion & Beauty

 ayasha.colantoni@gmail.com

 (699) 579-4859

 1234 Lone Star Drive, Austin, TX
78701, USA

EDUCATION

Bachelor of Arts in Fashion Design and Merchandising at Texas State University, San Marcos, TX

Aug 2018 - May 2022

Relevant Coursework: Fashion Design and Illustration, Textile Science, Apparel Construction, Patternmaking, Fashion History, Trend Forecasting, Visual Merchandising, Retail Management, and Fashion Marketing.

LINKS

linkedin.com/in/ayashacolantoni

SKILLS

Photoshop

InDesign

Sketching

Draping

Patternmaking

Sewing

Trend forecasting

LANGUAGES

English

Russian

PROFILE

Dedicated Fashion & Beauty professional with 1 year of experience in the industry, showcasing a strong foundation in trend analysis, styling, and brand promotion. Adept at creating visually appealing content and collaborating with industry influencers, while demonstrating excellent communication and relationship-building skills. Committed to staying up-to-date with the latest trends and delivering exceptional results for clients and brands.

EMPLOYMENT HISTORY

● Fashion Director at Neiman Marcus, TX

May 2023 - Present

- Successfully increased annual revenue by 15% in 2019 through strategic planning, trend forecasting, and innovative merchandising techniques.
- Managed a team of 30 employees, achieving a 95% retention rate and a 20% increase in overall productivity within the first year.
- Implemented a new visual merchandising strategy that resulted in a 25% increase in footfall and a 12% rise in average transaction value in 2018.
- Developed and executed a highly successful collaboration with a local designer, generating over \$500,000 in sales and garnering significant media coverage.

● Assistant Fashion Director at Kendra Scott, TX

Jul 2022 - Apr 2023

- Successfully launched 3 seasonal campaigns, resulting in a 25% increase in overall sales and a 15% growth in new customer acquisition for Kendra Scott in Texas.
- Oversaw the styling and coordination of 10+ major fashion shows and events, leading to a 35% increase in brand visibility and a 20% boost in social media engagement.
- Implemented an innovative visual merchandising strategy across 15 retail locations in Texas, leading to a 30% improvement in store traffic and a 40% increase in average transaction value.
- Collaborated with the design team to develop 5 best-selling jewelry collections, contributing to a 50% increase in annual revenue and solidifying Kendra Scott's position as a leading fashion brand in Texas.

CERTIFICATES

Certified Image Consultant (CIC)

Oct 2021

Organic Skincare Formulator Certificate

Apr 2020

MEMBERSHIPS

Council of Fashion Designers of America (CFDA)

The British Fashion Council (BFC)

HOBBIES