

HELEN D. KETTER

Fashion writer turned designer

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New York

EXPERIENCE

Fashion Designer

Rolfson

2018 - Ongoing New York

Rolfson is one of the Global Fashion Leaders in the Womenswear and Menswear segment

- Designed clothes lines featured on Famous Footwear's, Space 46 Boutique's, and other social media platforms
- Coached 50 new employees on product knowledge
- Established partnerships with 20+ suppliers

Junior Fashion Designer

Mills Group

2015 - 2018 New York

- Top Performing Lead Stylist within my first six months and averaged 114% to quota in my 5 years.
- Managed 40-45 brands

Fashion & Style Consultant

Padberg

2014 - 2015 New York

At Padberg we help corporations communicate and positioning brand identity through employees personal image

- Managed high end VIP clients, approximately 20 key accounts
- Crafted the catwalk campaigns for Spring Summer 15', Fall/Winter 2015 and Pre Fall 2015.
- Successfully relaunched a failed jacket category into over 1-billion VND monthly revenue category

Junior Editor - Fashionz.co.nz and Beautybible.co.nz

Borer Ltd

2011 - 2013 Remote

Borer Ltd is the online division of the Times publishing company, with a portfolio of lifestyle websites.

- Contributed to around 20% NMV in Fashion department
- Signed 50%+ of partner base, generating over half of the revenue.
- Achieved over 100,000 website views since startup

LANGUAGES

English

Native



Dutch

Native



French

Proficient



EDUCATION

Fashion Design

State University of New York

2010 - 2015

GPA

3.8 / 4.0

Art & Design High School

New York

GPA

3.9 / 4.0

TECHNOLOGIES

Fusion 360

Maya

Adobe Suite

Digital Drawing

Sewing

Patterns

Garment Technology

Sketching