

Diane Reeves

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Professional Strengths:

- Observant creative director who understands the market and leverages innovation to increase sales
- Forward-thinking designer able to create unique product lines that target specific demographics
- Influential production/events manager known for exceptional quality and calmness under pressure
- Accountable leader able to articulate product vision and inspire team productivity and camaraderie
- increased sales for a national clothing brand by \$1 million in three quarters.
- Go-to person for sales strategy and account closing, training many of the new hires on company practices
- 3-time **Customer Advocate Award** winner for highest quota attainment, exceeding goals by 217% in 1 year
- Produced shows for New York/International Fashion Weeks & worked with celebrity stylists and managers

Technical Skills:

Software ~ HTML, JavaScript, CSS, Node.js, jQuery, MySQL, Sequelize, MongoDB, Mongoose, API's
Bootstrap, Materialize, Illustrator, Photoshop, Web PDM, Flex PLM, GS1, Excel, Word and many others

Projects:

Project Blue Book ~ A website where customers can look for events within any major city in the world and find a restaurant near the event venue/area. **Collaborator:** Front End Developer.

Software ~ HTML, CSS, JavaScript, JQuery, AJAX, Local storage, Google Font, Materialize, Font Awesome

API ~ Ticketmaster API, Zomato API, Opencage Data API

Experience:

SALVATION GENERATION, LLC ~ Apparel & Accessory Company

President & Creative Director ~ November 2018 to Present

- Lead the creative design efforts for an apparel and accessory company, from conception to manufacturing
- Design all clothing and graphic prints to keep with the inspirational theme and source all trim and textiles,
- Communicate with domestic and international contractors, negotiating manufacturing and supply chain contracts
- Manage sales and marketing outreach strategy, promoting brand awareness and relevance
- Manage the budget and strategic resources, overseeing all accounting and revenue tracking

U.S Congresswoman Eddie Bernice Johnson ~ Dallas District Office

Director of Operations ~ January 2018 to November 2018

- Work to ensure that Dallas office goals and procedures are followed
- Manage staff and **personnel** policies including attendance and leave
- Produce or provide strategic leadership for all Dallas office related events and ensure protocol is followed
- Some events include: Prayer Breakfast, Youth Crime Prevention Summit, Congressional Art Competition, Military Academy Day, Math and Science Lecture Series, Youth Diversity Dialogue, World of Women for World Peace Day
- Connect with corporate, government & community leaders on outreach initiatives to aid a district of 800,000 people
- Manage Member's schedule and make sure it runs smoothly
- Accompany Congresswoman as needed to events and official functions and follow up with appropriate action
- Oversee all constituent correspondence and make sure responses are processed timely
- Responsible for all equipment and make sure digital security is in working order.

LOVE PEACE & STONES ~ Women's Apparel Company

Owner, Sales Manager & Creative Director ~ March 2013 to January 2018

- Create a positive/inspirational-themed clothing line inspired by events after world trade center bombing
- Manage and direct a full-scale sales and marketing outreach strategy, promoting brand awareness and relevance

- Lead the creative design efforts for a full line of women's apparel and jewelry, from conception to manufacturing
- Create and manage the budget and strategic resources, overseeing all accounting efforts and revenue tracking
- Communicate with domestic and international contractors, negotiating manufacturing and supply chain contracts
- Source all trim and textiles, coordinating production/design of graphic prints to keep with the inspirational theme
- Awarded ***Dynamic Women of Dallas 2015*** for contributions as a community leader, mentor and entrepreneur

D. REEVES PRODUCTIONS ~ Freelance Consulting & Event Design Company

Owner, Sales Manager & Creative Director ~ January 2009 to February 2013

- Manage and direct fashion contracts, handling over 15 both long and short-term clients with varying assignments
- Plan and execute corporate events, outdoor festivals, fashion shows, fundraisers, photoshoots & trunk shows
- Strategy consultant for merchandising and sales efforts, helping to optimize sales margins and inventory profitability
- Mentor new designers through the startup process, helping with procurement/contract negotiations with vendors
- Write articles for online magazines, reporting on the current trends and updates for NY Fashion Week
- Judge/fashion consultant for BRAVO TV/LOGOTV and former design contest Chair for ***Texas Next Top Designer***

JCPENNEY ~ Major Department Store

Designer (Freelance) ~ August 2005 to March 2016

- Go to person to call on for freelance clothing design for women's, misses, petites, plus sizes, menswear and various accessories

ADDITIONAL EXPERIENCE ~

Apparel Technical Designer & Marketing Manager: MANUEL DESIGNS ~ Frisco, TX

Freelance Stylist & Tailor: GROUND CREW ~ New York, NY

Full Time Assistant Fashion Designer: JCPENNEY ~Plano, TX

Sales Rep & Contract Specialists: DELL COMPUTER ~ Austin, TX

Education:

- **Certificate, Full Stack Web Development** ~ Southern Methodist University
- **Bachelor of Fine Art, Graphic Design** ~ University of Texas, Austin
- **Associate of Arts Degree in Fashion Design** ~ Parsons School of Design

Volunteer Work:

- **Executive Board Member** ~ Texas Women's Foundation ~ 2013 to 2019
- **Governance Chair** ~ Dallas Women's Foundation ~ 2015
- **Founding Member** ~ The Village Giving Circle ~ 2017 to Present
- **Grants Chair** ~ The Village Giving Circle ~ 2017 to Present
- **Co-Creator** ~ Annual North Texas Fashion & Film Festival ~ 2013 to Present
- **Board Member** ~ Art Institute of Dallas (Fashion Division) ~ 2007 to 2015
- **Member** ~ Jack and Jill Dallas Chapter ~ 2010 to 2018