

# *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
- Focused, self-driven sales and marketing professional with over 15 years of quality experience
- Experienced sales strategist who ensures a high ROI by understanding company/client needs
- Accountable leader able to articulate product vision and inspire team productivity and camaraderie

## *Technical Skills:*

- **Software** ~ HTML, JavaScript, CSS, Node.js, Bootstrap, jQuery, Illustrator, Photoshop, Web PDM, Flex PLM, GS1, Excel, Word and many others

## *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 October 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** ~ January 2013 to Present

- 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 2017

- 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**

## **GROUND CREW ~ Fashion Show Production Company**

### **Stylist & Tailor ~ September 2004 to December 2016**

- Fashion week stylist for such clients as Tommy Hilfiger, Lacoste, Donna Karan, Vera Wang and many more
- Managed brand representation for 2016 USA Paralympic team and their sponsor Nike, leading a team of tailors

## **MANUEL DESIGNS ~ Couture, Ready-to-Wear Fashion Designer**

### **Apparel Technical Designer & Marketing Manager ~ September 2005 to October 2008**

- Assisted team in the creation of a ready-to-wear line for Manuel Cuevas designs worn by many music/movie icons
- Oversaw production/manufacturing of the line in Italy and determined the global brand promotion and sales strategy
- Produced several shows for New York/International Fashion Weeks, including photoshoots, styling & trunk shows
- Designed/wrote ads, invitations and press releases to generate buzz and worked with celebrity managers

## **JCPENNEY ~ Major Department Store**

### **Designer (Freelance) ~ August 2005 to March 2016**

- Designed clothing lines for women's, misses, petites, plus sizes, menswear and various accessories
- Selected by the Vice President of Women's Design to be a founding board member for **Dallas Fashion Incubator**

### **Full-Time Assistant Designer ~ June 2002 to July 2005**

- Recreated/modernized the Worthington Label women's clothing line, increasing sales by \$1 million in the 1<sup>st</sup> year
- Procured and sourced fabrics and trims, created modern textile prints and corrected/approved fit sessions
- Liaison for overseas offices and responsible for final approval on all lab dips and strike offs for all women's lines

## **DELL COMPUTER ~ International Computer Manufacturer**

### **Contract Specialist ~ May 1998 to March 1999**

### **Sales Rep 3 – Healthcare Division ~ February 1997 to May 1998**

### **Sales Rep 2 – Healthcare Division ~ January 1996 to February 1997**

### **Sales Rep 1 (Call Center) – Education for State & Local Government ~ March 1995 to January 1996**

- Started in the call center, but was rapidly promoted within sales after earning 157% of quota in the 1<sup>st</sup> year
- 3-time **Customer Advocate Award** winner for highest quota attainment, exceeding goals by 217% in 1 year
- Maintained the largest number of accounts, the largest quota and was assigned clients worth no less than \$500K
- Became go-to person for sales strategy and account closing, training many of the new hires on company practices
- Managed numerous customization projects needed for the healthcare industry, ensuring proper and rapid delivery

## **Education:**

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

## **Volunteer Work:**

- **Executive Board Member ~ Dallas Women's Foundation ~ 2013 to Present**
- **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 Present**