***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*** ~ November2018 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 1st 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 1st 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