***Diane Reeves***

**Full Stack Web Developer** **• 469.235.0145 • Dallas, TX 75208**

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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