

# First Last

## Fashion Design Director

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### WORK EXPERIENCE

Resume Worded, New York, NY 09/2015 – Present

*Fashion house with 50+ employees and \$100m+ annual revenue*

#### Fashion Design Director

- Coordinated the design of a \$19M retail business across multiple brands for RW and quadrupled 2021 sales while partnering with leading merchandising firms.
- Developed the children's shirts and trousers line into the second best-selling category countrywide; increased quarterly revenue from \$51M to \$110.5M within one year on the job.
- Performed business research throughout France, and Amsterdam, visiting 20+ fabric mills, 17+ print facilities, and 100 factories to learn about quality production.
- Conceived and launched a brand identity for RW fashion house "resumeworded.com" by attaining an 89% increase in site traffic and a \$50M boost in sales within one year of taking charge.

Polyhire, London, United Kingdom 10/2012 – 08/2015

*NYSE-listed designer that specializes in accessories, handbags, and ready-to-wear leather products*

#### Senior Designer

- Implemented design work from concept to delivery by collaborating with 10+ creative directors, 5+ art directors, and 30+ copywriters to deliver marketing pitches for 50 new businesses.
- Created marketing campaigns for 16+ lookbooks, 31+ website updates, 15 monthly newsletters, and collection launches in the first month.
- Developed advertising collaterals for website design and development, branding and styles guide, marketing content, and social media posts for 100+ HNIs.

Growthsi, London, United Kingdom 01/2010 – 09/2012

*Designs and manufactures high-end clothes, footwear, and fragrances*

#### Fashion Merchandiser

- Coordinated window displays for 24+ retail stores by planning interior displays and promotions; attracted 100+ daily walk-in customers.
- Reduced 37% of inventory through category management, creative merchandising ideas, stock balancing, and creating purchasing partnerships with 65+ external agencies.
- Supervised operations that drove top-line sales profitability of 16+ operating units and generated monthly sales of \$\$5500 in the first year.

**Art Assistant**, ABC Company, London, United Kingdom 11/2008 – 12/2009

**Interactive Designer**, XYZ Company, London, United Kingdom 06/2005 – 10/2008

### EDUCATION

Resume Worded University, New York, NY 06/2005

Master of Fine Arts – Fashion Design

### SKILLS

**Hard Skills:** Fashion Styling (Advanced), Trend Forecasting (Experienced), Fashion Illustration, Visual Merchandising

**Techniques:** Creative Direction, Brand Development, Trend Analysis, Inventory Management, Public Relations