

Professional Summary

Results-driven and innovative Apparel Industry Executive with over 15 years of experience in branding design, garment manufacturing, and strategic planning. Proven track record of driving business growth through effective customer service and advertising strategies. Currently leading as an AP10 at Inazuma.co, overseeing the Nairobi Garment Factory's operations.

Professional Experience

Head of Apparel Operations (AP10)

Inazuma.co | January 2020 - Present

Apparel Design Manager (AP8)

FashionForward Inc. | June 2018 - December 2019

Key Achievements:

- Increased brand visibility by 30% through strategic advertising campaigns.
- Improved customer satisfaction ratings by 25% through enhanced service delivery.

Responsibilities:

- Managed a team of designers for apparel branding and manufacturing.
- Coordinated with the marketing team for advertising and promotional activities.

Senior Designer (AP6)

Garmentech Ltd. | March 2015 - May 2018

Key Achievements:

- Developed a new product line that contributed to a 20% increase in sales.
- Streamlined the design process, reducing production time by 15%.

Responsibilities:

- Designed and developed apparel products for various clients.
- Collaborated with the production team to ensure timely delivery.

Junior Designer (AP4)

StyleHub | January 2012 - February 2015

Key Achievements:

- Successfully assisted in the launch of a new fashion brand, receiving positive market feedback.
- Improved design software proficiency, enhancing work efficiency.

Responsibilities:

- Assisted senior designers in apparel design and development.
- Participated in brainstorming sessions for new product ideas.

Education

Bachelor of Fine Arts in Fashion Design

Savannah College of Art and Design (SCAD) | December 2011

Technical Skills

Design and Manufacturing:

- Apparel Design Software (Adobe Creative Suite)
- Garment Manufacturing Processes
- Screen Printing
- Embroidery Services

Business and Strategy:

- Strategic Planning
- Advertising and Marketing
- Customer Service Management

Soft Skills:

- Team Management
- Communication
- Problem Solving