

Professional Summary

Results-driven and innovative Fashion Professional with 10+ years of experience in driving style essence between national and international markets. Proven track record of successfully leading cross-functional teams to achieve business objectives through effective Fashion Design, Fashion Photography, and Marketing Communications.

Professional Experience

Head of Fashion Innovation (AP09)

Inazuma.co | January 2020 - Present

Senior Fashion Designer (AP07)

VogueWear Inc. | June 2018 - December 2019

Key Achievements:

- Increased sales by 25% through the launch of a new clothing line that blended traditional with modern styles.
- Successfully managed a team of 5 designers to meet tight deadlines for fashion shows and product launches.

Responsibilities:

- Designed and developed seasonal clothing collections.
- Collaborated with the marketing team to create visually appealing campaigns.

Fashion Photographer & Marketing Coordinator (AP05)

FashionFusion Ltd. | March 2015 - May 2018

Key Achievements:

- Enhanced brand visibility by 50% through strategic social media marketing and photography.
- Developed and executed a photography style guide that improved brand consistency.

Responsibilities:

- Captured high-quality product and editorial photographs for marketing materials.
- Assisted in planning and executing marketing events and campaigns.

Junior Fashion Designer (AP03)

StyleHub | January 2012 - February 2015

Key Achievements:

- Contributed to a 15% increase in sales with the design of a popular accessories line.
- Effectively assisted senior designers in meeting project deadlines.

Responsibilities:

- Assisted in designing and developing clothing and accessory lines.
- Participated in brainstorming sessions for new product ideas.

Education

Bachelor of Fine Arts in Fashion Design

Parsons School of Design at The New School | December 2011

Technical Skills

Design & Creativity:

- Fashion Design (Adobe Illustrator, Sketchbook)
- Fashion Photography (Lightroom, Photoshop)

Marketing & Communications:

- Marketing Communications (Campaign Strategy, Brand Management)
- Social Media Marketing (Content Creation, Engagement Strategies)

Soft Skills:

- Team Leadership & Management
- Project Management (Agile Methodologies)
- Cross-Cultural Communication