**Erika Degraffinreaidt**

**Highly talented and well-accomplished fashion marketing professional with more than 5 years of fashion management experience**

Chicago, IL

Highly talented and well-accomplished fashion marketing professional with more than 5 years of fashion management experience and two years of creative graphic design experience-My ability to learn quickly, with my “go-getter” attitude makes me a valuable asset to any forward-thinking company

**Work Experience**

**Fashion Director**

**UstyleU Magazine**-

Chicago, IL

October 2010 to Present

Creatively interacts with the editor of the magazine, models, and photographers  
  
Intergrates looks and color patterns for the fashion spread segments of the magazine  
  
Conducts meetings regularly to discuss featured designers for upcoming issues  
  
Creates concepts for photoshoots and innovatively styles models for print  
  
Implements the latest trends within photoshoots to gurantee success of the magazine

**Marketing Manager**

**Ecouture Ltd.**-

Chicago, IL

February 2011 to June 2011

Dynamically created advertising campaigns and branding efforts for clients and company  
  
Strategically developed marketing plans for social networking sites and projects  
  
Responsible for approving editorial images before being sent to print or press  
  
Successfully researched and reported internal and external opportunities for the company  
  
Creatively produced graphic designs and logos  
  
Effectively styled with pure expertise photo shoots for editorial purposes

**Assistant Manager**

**XXI Forever**-

Skokie, IL

March 2008 to March 2011

Managed daily operations, staff, opening and securing the storem cash register validation/reconciliations, reporting data and depositing daily transactions  
  
Lead staff to complete duties as assigned to meet corporate standards  
  
Efficiently and effectively completed floorsets, created visual displays, verified and submitted associate payroll, shipment   
confirmations and maintained the store to meet company standards

**Assistant Manager**

**Urban Behavior**-

Aurora, IL

January 2007 to March 2008

Managed daily operations, staff, opening and securing the storem cash register validation/reconciliations, reporting data and depositing daily transactions  
  
Lead staff to complete duties as assigned to meet corporate standards  
  
Efficiently and effectively completed floorsets, created visual displays, verified and submitted associate payroll, shipment confirmations and maintained the store to meet company standards

**Fashion Expert**

**Express Clothing**-

Schaumburg, IL

April 2006 to January 2007

Provided knowledge to customers on the new and upcoming trends as well as provided style recommendations to those desiring help with ensembles and accessories  
  
Attended monthly meetings to speak about business statistics, upcoming events, and fashion shows  
  
Successfully sold and up-sold the merchandise in a fashionable and knowledgeable manner

**Education**

**Bachelors of Arts in Merchandising Management-Fashion Merchandising**

**International Academy of Design and Technology** -

Chicago, IL

2011

**Skills**

Management, Brand Marketings, Adobe Illustrator, Adobe Photoshop, Microsoft Excel, Microsoft Word, Microsoft Powepoint

**Additional Information**

Areas of Expertise:   
  
Managment, Brand Marketing, Image Consulting, Fashion Show Production, Adobe Illustrator, Adobe Photoshop, Microsoft Excel, Microsoft Powerpoint, Project Coordination  
  
Featured Publications:  
  
Jet Magazine-Featured Fashion stylist for July 2011 Issue  
  
Fashion Stylist for Macy's Glamorama August 2010-2011  
  
UstyleU-Fashion stylist for UstyleU October 2011 Issue  
  
Produced "Back to School" Fashion Show for Akira Block 37  
  
Produced Fashion Show for Lane Bryant "Fashion Night Out"