



# TAYLOR LASHER CREATIONS

## EDUCATION

Kent State University, Kent, Ohio  
The Fashion School  
Graduated: August 2018  
Major: Fashion Merchandising  
Minor: Fashion Media  
Grade Point Average: 3.8  
Study Abroad Program: Florence

## DESIGN SKILLS

Graphic Design  
Photography/Editing  
Marketing/Public Relations  
Typography  
Time Management  
Videography  
Multi-Tasking  
Detail Oriented  
Visual Merchandising  
Customer-Focused  
Product Development  
Brand Analysis  
Entrepreneurship  
Proofreading  
Trend Forecasting

## TECHNICAL SKILLS

Adobe Creative Cloud  
Microsoft Office Suite  
Social Media Platforms  
Asana  
CLO 3D Design Software  
NedGraphics

## PROFESSIONAL EXPERIENCE

Keeco, Fayetteville, North Carolina 2019-Current  
Graphic / Packaging Designer

- Designed logos, graphics and layouts while working with overseas offices and customers to create and follow packaging requirements
- Photographed and videographed products and edited to standards
- Created visual communications to convey messages in an effective and aesthetically pleasing manner
- Developed packaging layouts for target market, working independently and with the design team
- Analyzed consumer trends and competitive markets and accordingly provided recommendations to drive sales

## INTERNSHIP EXPERIENCE

Essere Atelier, Florence, Italy 2018  
Marketing Intern

- Managed social media accounts and other marketing techniques to attract customers around Florence
- Implemented data-driven marketing campaigns to drive brand awareness
- Learned how an Italian business operates and gathered insight to the European culture and style of entrepreneurship

Cleveland Indians College Partnership, Cleveland, Ohio 2017  
Merchandising Department

- Met with Senior Management in Merchandising, Marketing, Sales, Accounting and Human Resources
- Took responsibility for the control and understanding of inventory process

College Fashionista, Online 2017-2018  
Advanced Style Guru

- Built diverse writing, social media, marketing, and photography portfolio

## FREELANCE EXPERIENCE

- 3N Contracting Company 2021
- Josh Burgess Web Development 2021
- Mount Pleasant Chapel 2021
- Tri-County SnowBlazers 2021
- My Essential Passion 2020