

## Education

- Master of Textiles: Marketing and Brand Management** May 2018  
North Carolina State University | Raleigh, NC
- Bachelor of Arts: Theater, Costume Design** May 2012  
University of Wisconsin | Madison, WI

## Industry Experience

**LEROY QUINN** New York, NY  
2013 – Present

**Co-Founder, Lead Designer, and Marketing Manager**

- Led successful launch of Kickstarter campaign that resulted in \$30,000 of funding in a 60-day period
- Designed and developed women's travel apparel and unisex accessory collections
- Coordinated all aspects of multi-day shoot with professional models, photographer, and videographer
- Created and implemented social media strategy, advertising, and brand management
- Managed the production of LEROY QUINN inventory with 4 US manufacturers across 3 time zones
- Coordinated and approved budgets for product development, marketing, and overhead costs
- Prepared outgoing items for shipment, managed inventory, and ensured on-time delivery in order to maintain high levels of customer satisfaction and brand loyalty

**DIRECTIONS USA** Greensboro, NC

**Product and Wardrobe Stylist** Jan 2013 – Present

- Serve as on and off figure stylist for clients such as Amazon, Ralph Lauren, Wrangler, Hanes, Southern Tide, Raleigh Magazine, TJ Maxx, Saks off 5<sup>th</sup>, American Girl, and Harley Davidson
- Contribute to studio and location-based photo shoots, catalog production, e-commerce, and web image creation, while maintaining product and brand integrity
- Collaborate with client marketing teams to ensure company and brand image is properly represented

**ELIZABETH A. TATUM MA, LPC** Raleigh, NC

**Brand Manager and Administrative Assistant** Jan 2018 – Present

- Designed and launched marketing strategy for the Elizabeth Tatum brand, All Steps Forward
- Produced all social media content from conceptualization, to photography, editing, and captioning
- Developed, implemented, and managed online scheduling tools and payment operations
- Maintained appointment calendar and medical records for a weekly patient load of approx.100

**MADISON** Raleigh, NC

**Assistant Brand Manager and Store Manager** Nov 2016 – Nov 2017

- Collaborated with lead buyer and company owners to produce all aspects of visual marketing content, including styling, photography, editing, and captioning of products for all web and social platforms
- Designed and installed seasonal storefront window displays and visual merchandising plans
- Developed and maintained sales dashboard and led execution of monthly store goals
- Recognized employee achievement and provided leadership to customer service representatives
- Ensured a positive customer experience

**VARIOUS CLIENTS** Various Locations

**Wardrobe Supervisor for Theater and Dance** Sept 2011 – Dec 2015

- Served as assistant to head designer, constructed costumes, led fittings, maintained costumes and wigs, developed backstage plans, and coordinated backstage costume changes
- Clients included: New York Musical Festival, Norwegian Cruise Line, Children's Theater of Madison, Looking for Costumes, Carrie Robbins, Paul Huntley, Jenelle Berté, Helen Uffner, and Cathy Quinn

## Skills

**Software:** MS Office Suite, Adobe Creative Suite, Google Drive, QuickBooks, Word Press, Square, Hootsuite, Instagram, Facebook, Twitter

**Functional:** Creative Design, Budgeting, Calendar/Scheduling, Project Coordination, Organization and Detail Oriented, Self-Motivated