



EXPERIENCE

Trixxi Clothing, Inc. Los Angeles, CA 8/2020 - Present

Digital Brand Director

- Manage the activities and processes of digital ecosystem including: web development, social media, omnichannel eCommerce markets, and marketing team.
- Ensure the consistency of a brand's digital tone and presence.
- Manage and create graphics assets for web pages, social, email, and print marketing.
- Design and implement digital marketing strategies based on data traffic and user metrics.
- Re-Branding Art Direction and development- eco-friendly mailer packaging, garment bag, label design.
- Lead digital and creative teams in generating eCommerce product + lifestyle + video visual assets across all channels: digital marketing, email marketing, eCommerce, print, social media, and video.

Mika Jaymes Los Angeles, CA 9/2016 - 8/2020

Creative Consultant + Design

- Collection silhouette/trend/merchandising consult for ongoing collection B2B + D2C markets.
- Branding, art, and styling direction.
- IG brand concepts and create graphic content for all social platforms representing a cohesive aesthetic.
- E-commerce website design and store set up for growing web sales.

Back Beat Co. Los Angeles, CA 10/2016 -4/2019

Creative Consultant + Design

- Collection consultant for silhouette, color, trend, merchandising, sourcing, and development direction.
- Full collection trend/color/design/fitting -import + domestic all categories for styles that are repeat best sellers still holding strong till today.
- Graphic design of visual digital & paper catalogs, e-commerce & social media marketing flyers.

Whimsy + Row Los Angeles, CA 1/2016 -4/2019

Creative Consultant + Design

- Branding consultant for silhouette, color, trend, merchandising, and development direction.
- Full collection trend/color/design and development -import + domestic all categories for styles that continues to be proven sellers such as the Flora Pant style sold over 3K units in one season.
- Reformed sustainable sourcing, pre-production, fitting, production allocation, and management.
- Graphic design: branding elements + development of visual digital & paper catalogs, e-commerce & social media marketing flyers, stickers, and packaging.

Les Conquines Los Angeles, CA 11/2015 -9/2018

Creative Consultant + Design

- Branding, art, and styling direction.
- IG brand concepts and create graphic content for all social platforms representing a cohesive esthetic.
- E-commerce website design and store set up for D2C.

EDUCATION

Otis College of Art + Design

Bachelor of fine Arts Focus; Fashion Design
Obtained May 2007

TECH SKILLS

PC & Mac savvy, Adobe Suite, Gmail Suite, Microsoft 365 Outlook, Shopify, Squarespace, Mailchimp, Klaviyo, Amazon, Shogun, Vestico, Beam Impact, Returnly.

BUSINESS SKILLS

Domestic and import design development. Traveled for research, sourcing, and design development to: China, Hong Kong, India, Philippines, Indonesia, Poland, and South Korea.
Brand concept development, Brand deck building, E-commerce brand marketing and social media content creation.

SPECIALIZE IN

- Branding Art + Creative Direction
- Brand Content Direction, Production + Management
- Email Marketing + Social Media Brand Content
- E-Commerce Omnichannel Branding
- Graphic Design
- Merchandising
- Web Design

in my other lifetime when I'm a fashion designer, my expertise is in...

- Innovative Fashion + Product Design
- Private Label + Off-Price Design
- Technical Garment Construction
- Technical CAD+ Fashion Illustration
- Production + Pre-production + Sourcing.