MICHAEL ANDERSON

Digital Styling Manager

CONTACT

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- San Francisco, CA

EDUCATION

Bachelor of Science in Fashion Merchandising

College of Fashion Design
2016-2020

SKILLS

- Team Management
- Digital Strategy
- Consumer Engagement
- Market Research
- Visual Communication
- Training

LANGUAGES

- English
- Spanish
- French

A results-driven Digital Styling Specialist with a focus on enhancing brand narratives through innovative styling solutions. Demonstrates a solid understanding of the digital landscape and consumer behavior, allowing for the creation of engaging content that resonates with target audiences. Proven ability to collaborate across departments to ensure cohesive brand messaging and visual representation.

💼 WORK EXPERIENCE

Digital Styling Manager
2020-2023

Modern Fashion Co.

- Managed a team of stylists to produce high-quality digital content for campaigns.
- Developed innovative styling strategies that increased online engagement.
- Collaborated with marketing and sales teams to align visual and promotional efforts.
- Utilized performance metrics to assess and optimize styling effectiveness.
- Conducted training for junior stylists on digital styling techniques.
- Oversaw the execution of styling for major digital events and launches.

Digital Stylist
2019-2020

Fashion Digital Agency

- Executed styling for e-commerce platforms, enhancing visual appeal.
- Collaborated with creative teams to produce engaging digital content.
- Maintained a database of styling resources and materials.
- Engaged with customers through social media to build brand loyalty.
- Conducted market research to identify emerging trends in digital styling.
- Assisted in the development of promotional strategies for digital campaigns.

★ ACHIEVEMENTS

- Increased online sales by 35% through effective digital styling initiatives.
- Awarded 'Best Digital Campaign' by the Fashion Marketing Association in 2023.
- Successfully led a project that enhanced brand visibility across multiple platforms.