



MICHAEL ANDERSON

HEAD OF STYLING

PROFILE

Innovative fashion styling director with a robust background in retail management and brand development. Over 12 years of experience in creating distinctive visual identities for fashion brands, leveraging an in-depth understanding of consumer trends and preferences. Expertise in overseeing comprehensive styling projects from conceptualization to execution, ensuring alignment with marketing strategies.

EXPERIENCE

HEAD OF STYLING

Zara

2016 - Present

- Directed styling initiatives for seasonal campaigns and store displays.
- Collaborated with merchandising teams to align product offerings with styling.
- Oversaw the training and development of styling teams across multiple locations.
- Analyzed sales data to refine styling approaches and improve customer engagement.
- Executed visual merchandising strategies that increased foot traffic by 30%.
- Maintained relationships with key fashion influencers for brand promotion.

FASHION STYLIST

H&M

2014 - 2016

- Styled seasonal lookbooks and promotional materials for various collections.
- Worked closely with the marketing team to ensure cohesive brand messaging.
- Conducted market research to identify emerging fashion trends.
- Participated in fashion shows and events, representing the brand.
- Mentored junior stylists in creative and technical aspects of styling.
- Enhanced styling processes to improve efficiency and effectiveness.

CONTACT

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SKILLS

- visual identity
- retail management
- team leadership
- data analysis
- brand development
- market research

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN FASHION
MERCHANDISING, LIM COLLEGE**

ACHIEVEMENTS

- Increased brand visibility through successful styling initiatives, resulting in a 40% boost in sales.
- Recognized for excellence in visual merchandising at the Retail Awards 2021.
- Developed and implemented a styling manual adopted company-wide.