



MICHAEL ANDERSON

Commercial Fashion Stylist

Dynamic fashion stylist with a specialization in commercial styling and brand partnerships. With over 7 years of experience, adept at creating visually engaging content that drives sales and enhances brand identity. Expertise in collaborating with marketing teams to develop cohesive styling strategies that resonate with target demographics. Proven track record of managing large-scale styling projects for diverse clients, ensuring timely delivery and exceptional quality.

CONTACT

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San Francisco, CA

EDUCATION

Bachelor of Arts in Fashion Marketing

Academy of Art University
2016-2020

SKILLS

- commercial styling
- brand partnerships
- visual content
- market research
- project management
- influencer collaboration

LANGUAGES

- English
- Spanish
- French

WORK EXPERIENCE

Commercial Fashion Stylist

2020-2023

Nordstrom

- Developed styling concepts for promotional campaigns and lookbooks.
- Collaborated with marketing teams to align styling with brand messaging.
- Managed styling logistics for in-store displays and events.
- Executed on-trend styling that increased customer engagement.
- Conducted fittings and coordinated wardrobe selections for models.
- Analyzed sales data to optimize styling choices.

Fashion Stylist

2019-2020

Forever 21

- Styled product collections for online and in-store promotions.
- Worked with design teams to ensure alignment of styling with products.
- Engaged in market research to identify consumer preferences.
- Executed seasonal campaigns that enhanced brand visibility.
- Collaborated with influencers to promote styling concepts.
- Maintained a comprehensive wardrobe inventory for styling projects.

ACHIEVEMENTS

- Increased brand sales by 35% through innovative styling campaigns.
- Recognized for excellence in visual merchandising at the Brand Awards 2023.
- Successfully styled over 100 commercial shoots for various clients.