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EXPERTISE SKILLS

- digital styling
- customer data analysis
- trend forecasting
- team training
- event planning
- social media strategy

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Bachelor of Arts in Fashion Technology, University of Digital Design, 2019

REFERENCES

John Smith

Senior Manager, Tech Corp
john.smith@email.com

Sarah Johnson

Director, Innovation Labs
sarah.j@email.com

Michael Brown

VP Engineering, Solutions Inc
mbrown@email.com

MICHAEL ANDERSON

IN-STORE STYLIST & DIGITAL CONSULTANT

Innovative In-Store Stylist with a passion for merging fashion with technology to enhance customer experiences. Expertise in utilizing digital tools to create interactive styling sessions that engage customers and enhance the retail experience. Proven ability to adapt to rapidly changing fashion trends and consumer behaviors, ensuring that styling services remain relevant and appealing.

PROFESSIONAL EXPERIENCE

TechStyle Fashion Group

Mar 2018 - Present

In-Store Stylist & Digital Consultant

- Integrated technology into styling sessions to create immersive customer experiences.
- Trained staff on digital tools for enhancing customer engagement and service delivery.
- Analyzed customer data to tailor styling recommendations based on individual preferences.
- Collaborated with marketing to develop digital campaigns that highlight styling services.
- Maintained a visually appealing store layout that reflects current trends.
- Conducted workshops on fashion technology for clients and staff.

Style Innovations

Dec 2015 - Jan 2018

Fashion Stylist

- Provided personalized styling consultations that resonated with diverse clientele.
- Utilized social media platforms to showcase styling expertise and attract new clients.
- Organized in-store events that promoted new collections and drove sales.
- Collaborated with vendors to curate exclusive product offerings for clients.
- Conducted customer feedback surveys to enhance service delivery.
- Maintained a strong understanding of fashion trends and customer preferences.

ACHIEVEMENTS

- Increased client engagement by 50% through innovative digital styling sessions.
- Recognized as 'Most Innovative Stylist' in 2022 for integrating technology into styling.
- Successfully launched an online styling consultation platform that attracted new clientele.