MA

Michael Anderson

DIGITAL PERSONAL STYLIST

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SKILLS

- Digital Styling
- E-Commerce
- Virtual Consultations
- Social Media Marketing
- Client Engagement
- Content Creation

EDUCATION

BACHELOR OF ARTS IN MARKETING, UNIVERSITY OF FLORIDA

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Increased online client engagement by 200% through innovative marketing strategies.
- Successfully styled over 300 clients through virtual consultations.
- Recognized for excellence in digital styling by the Online Fashion Awards, 2023.

Resourceful personal stylist with a strong focus on digital styling and e-commerce, revolutionizing the personal shopping experience through technology. Over four years of experience in leveraging online platforms to provide personalized styling services, enhancing accessibility for clients in various geographical locations. Skilled in utilizing data-driven insights to curate style recommendations that resonate with individual preferences.

EXPERIENCE

DIGITAL PERSONAL STYLIST

Virtual Style Co.

2016 - Present

- Provided virtual styling consultations to clients worldwide.
- Developed personalized style playlists based on client preferences and trends.
- Utilized e-commerce platforms to curate and recommend outfits.
- Managed social media channels to engage and attract potential clients.
- Created content for a fashion blog focusing on digital styling tips.
- Analyzed client feedback to continuously improve service offerings.

E-COMMERCE STYLIST

Style Online

2014 - 2016

- Assisted clients in navigating e-commerce platforms for style selections.
- Developed targeted marketing campaigns to increase client engagement.
- Conducted online workshops on trends in digital styling.
- Provided ongoing support to clients post-purchase for styling advice.
- Maintained an online portfolio showcasing successful client transformations.
- Collaborated with influencers to promote digital styling services.