



# MICHAEL ANDERSON

Digital Style Consultant

Proficient Style Consultant with a strong focus on digital fashion consultancy and online personal styling services. Extensive experience in leveraging digital platforms to provide personalized styling solutions to clients across various demographics. Mastery in utilizing social media for styling inspiration and client engagement, ensuring a modern approach to fashion consultancy. Committed to enhancing the online shopping experience through tailored recommendations and virtual consultations.

## CONTACT

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- San Francisco, CA

## EDUCATION

### Bachelor of Arts in Digital Marketing

Online University of Fashion  
2016-2020

## SKILLS

- Digital Fashion
- Virtual Styling
- Social Media Marketing
- Data Analysis
- Client Engagement
- Online Workshops

## LANGUAGES

- English
- Spanish
- French

## WORK EXPERIENCE

### Digital Style Consultant

2020-2023

Virtual Fashion Experts

- Provided virtual styling consultations to clients via video conferencing platforms.
- Created personalized digital lookbooks based on client preferences and needs.
- Analyzed client data to inform styling recommendations and enhance service offerings.
- Utilized social media to showcase styling ideas and engage with potential clients.
- Developed online workshops to educate clients about digital fashion trends.
- Maintained a strong online presence to attract new clients through digital marketing.

### Online Fashion Stylist

2019-2020

Stylish Solutions

- Assisted clients in navigating online fashion platforms to curate personalized wardrobes.
- Researched and recommended online retailers that align with client style preferences.
- Facilitated virtual wardrobe audits to identify key items for online shopping.
- Engaged with clients through follow-up consultations to refine styling recommendations.
- Utilized client testimonials to enhance credibility and attract new business.
- Created engaging content for social media to promote online styling services.

## ACHIEVEMENTS

- Increased online client base by 60% through targeted digital marketing campaigns.
- Successfully hosted virtual styling workshops attended by over 300 participants.
- Recognized for innovative online styling solutions by Fashion Tech Magazine.