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EXPERTISE SKILLS

- Event Management
- Budget Negotiation
- Stakeholder Engagement
- Team Leadership
- Strategic Planning
- Market Analysis

LANGUAGES

- English
- Spanish
- French

CERTIFICATION

- Master of Arts in Fashion Marketing, Academy of Art University, 2014

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

EVENTS STYLING COORDINATOR

Strategic and results-oriented Styling Coordinator possessing a robust background in event management and fashion marketing spanning over 10 years. Expertise in orchestrating high-profile events and fashion shows that elevate brand presence and engage target demographics. Proven track record in negotiating contracts, managing budgets, and coordinating logistics to ensure seamless execution of events.

PROFESSIONAL EXPERIENCE

Glamour Events Group

Mar 2018 - Present

Events Styling Coordinator

- Coordinated over 50 high-profile fashion events, achieving a 90% satisfaction rate among attendees.
- Negotiated vendor contracts resulting in a 15% reduction in overall event costs.
- Managed event budgets exceeding \$500,000, ensuring fiscal responsibility and transparency.
- Developed and maintained relationships with key industry influencers to enhance event visibility.
- Led a team of stylists in creating cohesive looks that aligned with event themes.
- Utilized feedback to refine future event strategies, improving overall attendee experience.

Style Innovations

Dec 2015 - Jan 2018

Fashion Marketing Assistant

- Supported the marketing team in the execution of promotional campaigns for new fashion lines.
- Assisted in the organization of press events, leading to increased media coverage.
- Conducted market analysis to identify trends and opportunities for brand positioning.
- Collaborated with graphic designers to create visually appealing marketing materials.
- Helped maintain social media accounts, contributing to a 20% increase in followers.
- Participated in brainstorming sessions for upcoming marketing initiatives.

ACHIEVEMENTS

- Received 'Best Event Coordinator' award at the National Fashion Event Awards in 2021.
- Increased brand partnerships by 40% through effective networking and relationship building.
- Achieved a 25% increase in press coverage for events through targeted media outreach.