

MICHAEL ANDERSON

Senior Styling Coordinator

- San Francisco, CA
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Dynamic and detail-oriented Styling Coordinator with over eight years of comprehensive experience in the fashion industry. Expertise in curating innovative styling concepts that resonate with brand identity while enhancing customer engagement. Proven ability to collaborate effectively with cross-functional teams, including designers, photographers, and marketing professionals, to deliver cohesive visual presentations. Demonstrated proficiency in trend analysis and market research, ensuring that styling choices align with current and emerging fashion trends.

WORK EXPERIENCE

Senior Styling Coordinator | Elite Fashion Group

Jan 2022 – Present

- Developed and executed seasonal styling strategies that increased brand visibility by 30%.
- Collaborated with designers to create cohesive looks for runway shows and editorial shoots.
- Managed a team of junior stylists to ensure high-quality standards and efficient workflow.
- Conducted market research to identify emerging trends, influencing styling direction.
- Oversaw budget management for styling projects, ensuring cost-effective solutions.
- Enhanced client presentations through innovative visual storytelling techniques.

Styling Assistant | Chic Boutique

Jul 2019 – Dec 2021

- Assisted lead stylists in preparing for photo shoots and fashion events.
- Maintained inventory of styling assets, ensuring organization and accessibility.
- Coordinated fittings and liaised with models to achieve desired looks.
- Conducted styling sessions for social media content, enhancing online engagement.
- Participated in brainstorming sessions to develop innovative marketing strategies.
- Supported in the execution of promotional events, contributing to increased foot traffic.

SKILLS

styling trend analysis project management team leadership budget management visual storytelling

EDUCATION

Bachelor of Arts in Fashion Merchandising

2015 – 2019

Fashion Institute of Technology

ACHIEVEMENTS

- Successfully increased social media engagement by 50% through strategic styling campaigns.
- Recognized as Employee of the Year for outstanding contributions to team projects in 2022.
- Led a styling initiative that resulted in a 20% increase in customer satisfaction ratings.

LANGUAGES

English Spanish French