



MICHAEL ANDERSON

LEAD SUSTAINABLE BRIDAL CONSULTANT

CONTACT

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SKILLS

- sustainable fashion
- client engagement
- trend forecasting
- marketing strategy
- inventory management
- artisan collaboration

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN FASHION
MERCHANDISING, GREEN FASHION
INSTITUTE, 2015

ACHIEVEMENTS

- Increased sales of sustainable bridal wear by 40% within the first year of operation.
- Awarded 'Eco-Friendly Fashion Innovator' by the Sustainable Fashion Council in 2022.
- Developed a loyal client base, with 80% returning for additional services.

PROFILE

Innovative Wedding Wardrobe Consultant with a rich background in fashion merchandising and a focus on sustainable bridal wear. Expertise in sourcing eco-friendly fabrics and collaborating with local artisans to create one-of-a-kind wedding attire. Demonstrated ability to blend traditional craftsmanship with contemporary design, resulting in unique wardrobe solutions for environmentally conscious brides.

EXPERIENCE

LEAD SUSTAINABLE BRIDAL CONSULTANT

Eco Bridal Boutique

2016 - Present

- Developed a unique collection of sustainable bridal gowns, utilizing organic and recycled materials.
- Conducted workshops on eco-friendly fashion practices for brides and industry professionals.
- Managed social media marketing campaigns, increasing brand awareness by 50%.
- Collaborated with local artisans to create custom bridal accessories.
- Executed inventory audits to ensure sustainable sourcing and product offerings.
- Organized trunk shows to showcase sustainable collections, attracting new clientele.

BRIDAL FASHION ASSISTANT

Chic Bridal Designs

2014 - 2016

- Assisted in the curation of bridal collections, focusing on sustainable materials and ethical practices.
- Maintained client records and facilitated personalized consultations.
- Conducted trend analysis to identify opportunities for new sustainable collections.
- Supported marketing initiatives through content creation for social media platforms.
- Participated in bridal expos to promote brand vision and sustainable practices.
- Provided administrative support to senior consultants, enhancing operational efficiency.