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SKILLS

- digital content creation
- video production
- social media marketing
- audience engagement
- virtual styling
- analytics

EDUCATION

**BACHELOR OF ARTS IN DIGITAL MEDIA,
UNIVERSITY OF CREATIVE ARTS, 2018**

LANGUAGE

- English
- Spanish
- German

ACHIEVEMENTS

- Developed a social media campaign that increased followers by 70% in six months.
- Recognized as 'Top Digital Stylist' by Digital Fashion Awards 2021.
- Successfully styled a viral campaign that resulted in a 35% increase in engagement for the brand.

Michael Anderson

DIGITAL FASHION STYLIST

Accomplished youth fashion stylist with a focus on digital content creation and brand storytelling. Over five years of experience in utilizing digital tools to craft unique fashion narratives that resonate with younger audiences. Expertise in video production, photography, and social media marketing, allowing for the effective promotion of personal styling services.

EXPERIENCE

DIGITAL FASHION STYLIST

StyleBuzz Media

2016 - Present

- Created engaging video content that showcased styling techniques and fashion tips.
- Collaborated with marketing teams to develop digital campaigns targeting youth.
- Utilized analytics to measure content performance and optimize strategies.
- Designed social media posts that increased audience engagement by 50%.
- Conducted live styling sessions on social media platforms to connect with audiences.
- Developed partnerships with fashion brands for collaborative content creation.

STYLING CONSULTANT

YoungTrendsetters Ltd.

2014 - 2016

- Provided virtual styling consultations for youth clients, enhancing their fashion choices.
- Created personalized styling guides that catered to individual preferences.
- Organized online workshops focused on fashion education and sustainability.
- Engaged with clients through social media, fostering community and brand loyalty.
- Analyzed client feedback to continuously improve service offerings.
- Implemented a referral program that increased new client acquisition by 25%.