

# Michelle J. Smith

## Fashion Stylist

Los Angeles, CA

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### PROFESSIONAL SUMMARY

Creative and trend-savvy Fashion Stylist with a keen eye for aesthetics and detail. Skilled in wardrobe curation, personal styling, and editorial shoots. Adept at enhancing client confidence through innovative fashion solutions. Passionate about translating vision into standout looks.

### WORK EXPERIENCE

#### **Self-employed, Los Angeles, CA** - *Freelance Fashion Stylist*

NOVEMBER 2018 - PRESENT

- Established client relationships and enhanced client loyalty by 20% by maintaining genuine interaction with clients, offering personalized fashion styling advice, and addressing individual needs and preferences.
- Created mood and style boards for concept visuals, live performances, photo shoots, and daily personal styling.
- Applied digital photography techniques in creating visual concepts and themes for various styling projects.
- Utilized a keen sense of style and strong product selection skills to curate looks for diverse clientele, including cohesive looks for Los Angeles Fashion Week and choreographers employed with Artist Simply Human Dance Convention.
- Employed videography skills to create engaging style tutorials and fashion trend videos for clients and social media.
- Developed and streamlined styling workflows to efficiently manage client consultations, outfit selections, and fitting sessions, ensuring a seamless customer experience from concept to execution.

#### **Jean Marc Philippe, Paris, FR** - *Fashion Merchandising Intern*

MAY 2024 - JUNE 2024

- Shadowed the in-house stylist and creative director during photoshoots utilizing photography skills to catalog looks for future reference and document behind-the-scenes footage that increased social media engagement by 30% and showcased the efficient processes and collaborations of an e-Commerce photoshoot.
- Created two lookbook pages for the JMP website, resulting in a 25% increase in e-Commerce merchandising and enhancing shopping convenience for customers in France, Germany, the UK, and the US.
- Leveraged basic graphic design skills to create visually appealing fashion lookbooks and social media content.
- Strategically organized and displayed online products and collections, improving product visibility for digital merchandising by 30%.
- Managed influencer marketing campaigns targeting macro and micro-influencers in the UK and US plus-size fashion markets, driving a 15% increase in online sales and a 10% rise in in-store traffic for seasonal collections.

#### **Saweetie Music Premiere | Jordan Boothe Lead Stylist, Los Angeles, CA** - *Wardrobe Styling Intern*

FEBRUARY 2024

- Carried out garment pickups for the premiere fitting, ensuring timely delivery and contributing to a 20% reduction in production delays.
- Supported the lead stylist during showroom appointments.
- Sourced footwear for the talent, resulting in a 10% increase in client satisfaction with styling choices.
- Handled multiple tasks in a high-pressure production environment while working as a stylist intern.

**King Kong Magazine, Machine Gun Kelly Cover Shoot | Jordan Boothe Lead Stylist, Los Angeles, CA - *Style Coordinator Intern***

FEBRUARY 2024

- Efficiently handled unpacking and packing of items, reducing preparation time by 15%.
- Organized designer samples by brand and managed designer sample check-in and check-out procedures, resulting in a 10% improvement in sample tracking accuracy and selection process.
- Steamed garments for presentation, contributing to a 20% increase in the overall visual appeal of the merchandise.
- Ensured the maintenance of a tidy and highly organized set.

**Allure Magazine, Saweetie Cover Shoot | Jordan Boothe Lead Stylist, Los Angeles, CA - *Fashion Stylist Intern***

JANUARY 2024

- Procured undergarments and accessories for talent.
- Streamlined unpacking and packing processes while maintaining an organized set, leading to a more productive set by 25%.
- Facilitated designer sample check-in and check-out with precision and organized samples by brand.
- Enhanced visual presentation by steaming garments.

**Stately Men, Los Angeles, CA - *Virtual Personal Stylist***

OCTOBER 2022 - JULY 2023

- Developed a collection of diverse style options based on consumer trends for male clients, aligning with their budget and occasion needs.
- Supported the on-set photographer and merchandising team by preparing fashion items through steaming and ironing, enhancing efficiency by 30%, and organized images with alphabetized labeling, improving retrieval time by 25%.
- Conducted 5-6 two-hour daily consultation calls with members to understand and cater to their fashion preferences while creating a personalized styling experience and leading to customer acquisition.
- Executed personalized styling and customer service development strategies, boosting client retention and achieving a 15% increase in repeat purchases and remote sales for the online fashion company.
- Exemplified brand awareness by providing clients with detailed product information, including fabric composition, care instructions, and style recommendations, to help them make informed fashion choices.
- Promoted within 4 months due to strong performance and organizational impact (1 year ahead of schedule)

**Barnes & Noble College at the University of North Texas , Denton, TX - *Retail Store Associate | Supervisor***

NOVEMBER 2018 - JULY 2022

- Managed point of sale (POS) operations, ensuring accurate transaction processing, handling customer inquiries, and maintaining a balanced cash register.
- Assisted customers by providing personalized shopping support, including guiding them to fitting rooms, offering product recommendations, and ensuring a positive and seamless shopping experience.
- Applied product management skills to control inventory levels and operational duties for clothing, accessories, and gifts across six campus retail locations and an online store, improving stock accuracy by 15%.
- Prepared and submitted performance reports to General and Regional Managers and contract partners, taking initiative and contributing to a 20% increase in strategic decision-making efficiency.
- Created and maintained visually appealing merchandise displays and window displays to maximize foot traffic, boosting purchases by 10%.
- Established additional social networking accounts to promote new items and store-wide promotions.
- Implemented corporate markups and markdowns.
- Orchestrated successful product launches for the Barnes & Noble College at UNT online clothing store, leading to a significant increase in sales and customer engagement.

## EDUCATION

**University of North Texas, Denton, TX** - *Fashion Merchandising, BS*

AUGUST 2017 - MAY 2022

- Summa Cum Laude Graduate; Cumulative GPA: 3.98; Dean's List and President's List 2017-2022
- Relevant Coursework: Textiles for Apparel; Consumer Engagement in Digital Channels; Trend Analysis and Forecasting; Historic Costume; Visual Merchandising; Product Development

## ADDITIONAL

**Technical Skills:** Visual Composition, Wardrobe Styling, Content Creation, MS Office Suite, Ecommerce, Prop Styling, G Suite, Zoom, Slack, Adobe Illustrator, Premiere Pro, Digital Photography, Computer Proficiency, Administrative Tasks

**Soft Skills:** Strong Problem Solving Skills, Excellent Interpersonal Skills, Exceptional Organizational Skills, Verbal Communication, Written Communication, Customer Interaction and Service, Relationship-building, Quick Learner, Teamwork, Detail-Oriented, Time Management, Logical Thinking, Strong Work Ethic

**Certifications & Training:** Fashion Styling and Image Making (Business of Fashion Education)

**Interests:** Videography, Reading Fashion Magazines and Books, Styling, Sewing and Garment Construction, Trend Research, Vintage Thrift Shopping, Travel

## SOCIAL MEDIA



@chellejsmith\_



Michelle J. Smith



@chellejsmith\_



@chellejsmith