

Olivia X Stylist

Oliviasmithstyle.com
IG: @_oliviaxs

Oliviasmithstyle@gmail.com
317-460-7379

Published, sought-after wardrobe stylist seeking an exciting opportunity where I can leverage my creativity, digital experience and project management skills to make a big impact on brand and sales while inspiring the stylish consumer.

Professional Experience

The Finish Line, Inc.

Indianapolis, IN

Photo Studio Coordinator & Stylist

2015 - Present

- Style and coordinate all model shoots for e-commerce, in-store graphics, window displays, social media, print and video, which has resulted in increased brand awareness and loyalty, millions of social media followers and the launch of a new women's social brand.
- Style all creative laydowns and work with the photographer and art director to achieve compelling photography that inspires the consumer to buy.
- Established a new workflow process for managing all product and samples in and out of the studio, which has increased on-time delivery, improved communication between models, managers and photographers and decreased overhead costs.
- Developed a process for understanding "the why" from buyers, merchandisers, social, creative and leadership teams in order to bring their concepts to life and create stronger photo shoots which resulted in increased digital sales.
- Forecast emerging trends by researching websites, social media, magazines and influencers.
- Built strong relationships with multiple modeling agencies and managed all bookings, castings and logistics. As a result, we added tons of new models to our books and increased our optionality to ensure a strong finished product.
- Shop alternative retailers to complement Finish Line products and bring a head-to-toe look to life for everyday consumers.

Photo Studio Assistant

2014 - 2015

- Learned how to effectively plan, style and organize product and work effectively with photographers, which resulted in my promotion to Photo Studio Coordinator & Stylist.
- Prepared shoes, steamed garments and assisted photographers on set with lighting to understand how to achieve the best finished product on future shoots.
- Initiated all product requests from our distribution center, process daily shipments, manage studio inventory and planned photoshoots within our online basecamp tool, which resulted in the development of strong project management skills.

Free People

Indianapolis, IN

Stylist

2012 - 2014

- Monitored floor sales and helped shoppers put together outfits that they were excited about and felt confident in.
- Processed all shipments, checked inventory with the MPOS mobile computer system to ensure accuracy and organization.
- Learned visual presentation skills by reviewing product placement on the floor and designing seasonal displays.

Styling Achievements

- Published in *Pattern Magazine* Vol. 8, *Elegants Magazine* (art direction and styling), and *The Limitless Look*.
- In-store signage and web graphics for nationwide Finish Line stores, Macy's and JackRabbit Running Co.
- Wish TV 8 Style Segment, local news channel.
- Featured guest on Cultural Intelligence podcast hosted by Mike G (IG: @wheresmikeg)
- Three-time guest speaker at Purdue University for the professional development classes.
- Featured in *People of Pattern Magazine*, August 2017
- Purdue Fashion Show Judge, 2017

Education

Purdue University, College of Health and Human Sciences

West Lafayette, IN

Majors: Apparel Design & Technology, and Retail Management. Minor: Art & Design

2009 - 2013