



Jaclyn O'Mara

Fashion Designer with Business Experience | Product Associate and Creative Innovator

86100 Campobasso, Province of Campobasso, Italy

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Links

[Website](#)

Languages

- English
- Italian
- Spanish

About

Fashion Designer, Creative Entrepreneur, and Communications / Marketing Specialist for RTW and luxury womenswear companies.

Highly skilled Communications Specialist and Business Strategist who changed careers during the pandemic to pursue lifelong love of fashion design. Completed intensive program that included garment construction, collection development, mood boards and image research, technical drawing, trend analysis and forecasting, materials and textile research, product development, and illustration in Italy. I learned in a very short amount of time how to utilize style direction and codes of a brand to create collections.

As Miuccia Prada says that "fashion is an instant language," and I believe words are equally as powerful with branding, messaging, and connecting with a product's consumer. My attention to detail with marketing and proofreading for public relations companies and ability to fact-check quickly has helped companies with marketing collateral and press releases.

Creative Entrepreneur and Upcycling Product Innovation: upcycled denim products that are re-imagined into one of a kind, upcycled statement pieces. We sell to two boutiques in Marin County, California currently and are growing our online presence on Instagram @jaclynomaradesigns

<https://www.behance.net/jaclynomara>

Fashion Design | Womenswear | Menswear | Collection Development | Design Research | Market Trends | Consumer Analysis | Mood Boards | Inspiration Boards | Written and Verbal Presentations | Business Strategy | Codes of the Brand | Commercial Component Development | Merchandising Strategy | Materials Research | Fabric Knowledge | Draping and Hand Sewing | Garment Construction Knowledge | Pattern Making | Creative Innovator | Sketching | Illustration | RTW Design Techniques and Processes | Embellishments | Trims | Style and Color | Luxury | Haute Couture | Alta Moda | Product Development | Marketing | Communications | Project Management | Content Creation | Project Management | Business Strategy | Product Innovation | Upcycling | Zero Waste | Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Fashion History | Art History | Style Direction |

BRANDS WORKED WITH

- Clean Conscience
- Excellence
- Jaclyn O'Mara Consulting
- Jaclyn O'Mara Designs
- MarinLink
- Merrill Lynch
- OneCause
- Publicis & Hal Riney
- rogenSi, TeleTech Consulting
- Rossella Cannone

Experience

● Fashion Designer

Jaclyn O'Mara Designs | Mar 2023 -

- Designer & strategist for womenswear brands | Upcycling entrepreneur
- Concept and design development for startup womenswear brands.
- Performs business strategy for brands including trends, consumer spending, market value for concept, client strategy and collection development.
- Creates technical designs with Adobe Illustrator communicating garment construction details to pattern makers for prototypes.
- Creator of upcycled denim brand with sales to 2 stores since 2022.

● Fashion Buyer

Excellence | Feb 2022 - Feb 2023

- Retail store selling international luxury brands with \$1M in annual sales
- Analyzed clients and trends of womenswear to assist with buying, mer-

chandising,
and curating stylistic direction of brand purchases to increase sales.
- Utilized data and creative sensibility to demonstrate a multi-brand style with visual merchandising that encourages sales with respect to consumer lifestyle.
- Managed reports, deadlines, and 10+ vendor orders for seasonal buying.
- Created marketing proposal for business with new location to increase visibility, maintain customer contact, and attract new customers.

● Fashion Product Development Intern

Rossella Cannone | Oct 2021 - Nov 2021

Buying house specializing in collection development and sourcing for Italian brands
- Contributed key concepts for 3 lines of Relish girls clothing fall/winter collection.
- Researched images for final concepts of prints, colors, silhouettes, and fabric for 36 piece 2Bekini swimwear collection.
- Produced 50 technical drawings and graphics using Adobe Illustrator and Photoshop for girls, womens, and swimwear collections.
- Coordinated with vendors for pricing and sourcing of accessories, fabric, and print samples to design products within client budget.
Internship sponsored by Region of Tuscany Certification program

● Business Consultant

Jaclyn O'Mara Consulting | Aug 2019 - Aug 2020

Founder of consulting company to innovate operations for nonprofits and businesses
- Saved a department 500+ hours annually by consolidating 6+ systems into 1 to streamline data.
- Consulted for major fundraising event to receive \$2,000+ in donations in 48 hours and produced branded donor awards presentation.



● District Sales Director

OneCause | Jan 2017 - Aug 2019

SaaS company with events-driven software for nonprofit fundraising
- Increased new business SaaS sales 91% YOY in 2017 and 75% YOY in 2018.
- Identified high ROI product innovations from analysis that solved highly competitive customer retention risks and increased new business sales.
- Initiated strategies for Customer Success and Engineering to scale due to forecast of increased demand that improved customer engagement and retention.
- 100% remote role, HQ based in another state. Easily managed meetings and calls multiple time zones.



● Senior Marketing Manager

MarinLink | Jul 2016 - Jan 2017

Fiscal sponsor, consultancy, and nonprofit incubator with 100+ projects
- Designed and implemented new social media and digital content strategy with multiple stakeholders and timelines that increased engagement and donations 20%.
- Editor and content producer of monthly marketing email to list of 5,000+.
- Increased day-of donations by 20% and achieved most volunteers for event in nonprofit's history by designing and implementing social media and digital content strategy.
- Managed a direct mail campaign of 1000+ donors with updated content strategy and achieved 30% of \$75,000 goal.

● Engagement Manager / Senior Consultant

rogenSi, TeleTech Consulting | Jan 2014 - Jun 2016

- Designed and delivered project scopes 20-40% under forecasted budget due to resourcefulness, efficient processes using SmartSheet and Gantt charts for Fortune 500 Companies.
- Amplified \$1.5MM enterprise client portfolio by 15% per client on average.

- Delivered data visuals and presentations of critical metrics using Microsoft Excel and Microsoft PowerPoint to demonstrate effectiveness and communicate success of client solutions.



● Client Associate

Merrill Lynch | Mar 2011 - May 2013

- Identified and improved processes for managing client records and financial requests to increase operations ratings and internal audit rankings YOY in 2012 and 2013.
- Launched new technology and systems upgrades for 100+ employees with multiple project stakeholders and cross-functional teams that efficiency.



● Strategy and Business Development Associate

Clean Conscience | Aug 2009 - Mar 2011

Clean Conscience was a retail startup focused on securing fair trade and recycled materials to produce wholesale products and became a trendsetter in pledging to work only with family-owned, small business owners. Hired to identify business opportunities specifically in tradeshow and local nonprofits and create blog content to showcase green initiatives.

- Developed brand engagement strategy based on research of target customer audience that led to increased traffic to website and converted visitors into product sales and opportunities for upselling with wholesale business perks.
- Initiated participation in networking events that improved brand awareness and promoted brand's positive impact and value proposition, garnering support and stakeholders.
- Executed successful multi-channel demand generation campaigns to drive projects and product lines to market with creative written communication skills, blog copywriting, and partnerships.

● Planning & Research Intern

Publicis & Hal Riney | Jun 2005 - Aug 2005

Intern for the Planning and Strategy Team that identified RFP's to research markets, brainstorm creative briefs, and deliver business strategy proposals. Verticals included healthcare, wine and beverage, and telecomm.

- Proofread multiple projects each week for copywriting and editing of RFP's, marketing collateral, and research/fact checking on multiple subjects depending on client industry for accuracy.
- Analyzed target markets and business challenges for RFP proposals and verticals within Publicis and Hal Riney portfolio of clients to capture more market share and brief creative team on strategy.
- Learned how to write creative briefings between Planning and Creative teams to translate metrics into vision for ad campaigns and copywriting.

Education & Training

2021 - 2021

● Region of Tuscany, Italy

Professional Certification,

2020 - 2021

● Istituto Marangoni

Diploma - Fashion Design,

2003 - 2007

● University of California, Berkeley

Bachelor of Arts,

● Universidad de Granada

Diploma,