



Victoria Nelson

MA in Fashion Styling, Creative Direction and Digital Content

Lake Lure, NC, USA

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Links

[Website](#) [LinkedIn](#)

Languages

English (Native)

French (Basic)

About

I am a recent Master's student at Istituto Marangoni, where I am studying Fashion Styling, Creative Direction, and Digital Content. I have a Bachelor's degree in Fashion/Apparel Design from Baylor University. My core competencies include social media content creation, web content, and creative merchandising.

I have recently completed a six-month stint as a Stylist at Astrid & Miyu, where I was responsible for all customer interactions, product selection, and social media content and execution. I also assisted in showroom merchandising, personal orders, sell-throughs, and virtual merchandising books as a Visual Merchandising Assistant at Max Mara Fashion Group for four months. Additionally, I gained valuable backstage experience as an Assistant at Fashion Shows for Preen by Thornton Bregazzi and Eftychia. I am passionate about creating engaging and innovative content and displays that showcase the latest trends and styles in the fashion industry. I value collaboration, diversity, and creativity, and I can bring a fresh and dynamic perspective to any team.

BRANDS WORKED WITH

- Astrid & Miyu
- Baylor University
- Dapper 5 Fine Men's Grooming
- Dapper Bear Clothiers
- Fashion Shows
- Max Mara Fashion Group
- Plum Boutique
- Stein Mart

Experience



● Stylist

Astrid & Miyu | Jul 2022 - Dec 2022

- Responsible for all customer interactions, including product selection, product information, payment processing, and returns
- Created and curated social media content and execution on TikTok, Instagram, and Facebook
- Supported Store Manager in all areas of management responsibilities
- Performed and exceeded established KPIs
- Performed all backroom functions, including delivery receipt and stockroom levels

● Visual Merchandising Assistant

Max Mara Fashion Group | Apr 2022 - Jul 2022

- Assisted in all showroom merchandising, including lighting, outfitting mannequins, inventory control
- Conducted Personal Orders (P.O.s)
- Created Sell-Throughs (S.T.) for the new collection
- Created Virtual Merchandising books for the Spring/Summer 2023 campaigns
- Supported Showroom manager in recruiting, office management, and administrative responsibilities
- Restructured merchandising standards to increase customer traffic and product exposure
- Monitored showroom inventory and replenished or restructured it according to stock levels

● Assistant

Fashion Shows | Feb 2022 - Mar 2022

- Performed all backstage tasks related to model changes for Preen by Thornton Bregazzi
- Led all Head Dresser efforts for Eftychia and assisted with model changes, casting, and last minute alterations



● Social Media Manager

Dapper 5 Fine Men's Grooming | Jul 2021 - Jan 2022

Responsible for all aspects of customer service, including:

- Provided friendly and prompt customer service
- Managed and curated social media content for TikTok, Instagram, and Facebook to increase customer acquisition
- Responsible for client appointments, communication, and record-keeping
- Managed multiple tasks and met time-sensitive deadlines



● Design Internship

Dapper Bear Clothiers | Dec 2020 - May 2021

- Created a new product for the company and included sales projections and profit/loss calculations
- Created and posted ad campaigns for consumer experience on social media outlets, including Instagram and Facebook
- Created and curated additional social media content for all social media outlets



● French Language Lab Associate

Baylor University | Aug 2020 - May 2021

- Instructed French and administered activities designed to enhance students' knowledge of and ability to complete coursework
- Assisted students in acquiring a better understanding of French and targeted weak areas within the subject
- Reviewed class materials with students, discussing and working on solutions to problems
- Used Handbrake to translate movies and add captions



● Visual Merchandiser and Associate

Stein Mart | May 2019 - Aug 2020

- Responsible for all aspects of customer service, including:
 - Provided friendly and prompt customer service
 - Executed all payment processing and customer returns
 - Performed all store functions, including stock management, direct shipping to customers, and delivery management
 - Merchandised all mannequins and displays for the men's and home departments



● Visual Merchandising Intern

Plum Boutique | Aug 2017 - Dec 2017

- Executed merchandising strategies using visual displays throughout the store
- Contributed to the store's visual appeal to bring in customers
- Assisted customers in product purchases
- Prepared the product for display by steaming and folding
- Developed floor plans and displays to maximize sales

Education & Training

2021 - 2023

● Istituto Marangoni

Master's degree,

2017 - 2021

● Baylor University

Bachelor's degree,