



Mikhala Allen

Sample Coordinator + Aspiring PR & Communications Specialist

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About

With a dynamic background spanning premium retail operations and fashion PR, I excel in creating seamless shopping experiences. Proficient in merchandise management, client advising, and styling, my adaptability and keen eye for detail enhance any high-end boutique or pop-up environment.

BRANDS WORKED WITH



Experience



● Sample Coordinator

Stitch Fix | Apr 2023 -

- Own the logging & tracking of 3,000+ product samples/ month for Imaging Studio
- Partner w/ Assistant Stylists to maintain prioritization & organization as directed by Sample Operations Lead
- Troubleshoot any questions or problems from set & post-production about samples
- Coordinate with Merch Buying Coordinators as needed
- Work with the team to pinpoint areas of opportunity in the sampling process & brainstorm new efficient ways of working

● Offline editor

Glossier, Inc. | Jul 2022 - Sep 2022



● Retail Operations Specialist

Tootsies | Mar 2022 - Jun 2022

- Perform merchandise look-ups, transfers & charge sends for stylists.
- Pull special orders, as needed.
- Re-ticketing: ensure accurate and timely completion of required tag, place merchandise on reticket bar for processing.
- Assist with returning non-purchased merchandise to proper floor location.
- Provide event support, gift card and goody bag preparation.
- Once stock is located, transfer merchandise, ensure accurate processing in Celerant/STORM, remove store security sensors, attach security tags and print shipping documents.
- Create shipping labels for e-commerce orders utilizing UPS Worldship.
- Prepare/assemble containers for item shipment.
- Respond promptly to company email correspondence.



● Social Media Intern

Tanya Taylor | Sep 2021 - Dec 2021

- Assist with roadmapping weekly social content.
- Ideate and help execute the filming and creation of social content.
- Identify content creators for seasonal social initiatives.
- Continuously track and monitor industry changes to keep social team up-to-date on relevant social trends.
- Report on weekly social performance (top stories, top posts, bottom posts).



● Sales Associate

Pink Chicken New York | Sep 2021 - Nov 2021

- **Brand Ambassador**

Naked Retail Group | Jun 2021 - Sep 2021

- **CF Writer**

CollegeFashionista | Jun 2021 - Aug 2021

-Pitch and write articles

- **Creative Assistant**

| Jun 2021 - Aug 2021

-Scout future shoot locations and create organized location catalogue spreadsheet (including photos and notes)

-Shoot behind the scenes content during photo shoots, events etc. to be used to for Tik Toks, reels, and behind the scenes photos

-Run errands to help prepare for brand collabs, shoots, and events

-Provide on-site photo shoot and event assistance

-Capture social media content (specifically for Instagram + Tik Tok) and help to brainstorm ideas

-Help schedule content across platforms by creating and managing content calendar(s)

-Aid in Instagram community engagement and hashtag organization (including tracking + strategy)



- **Fashion Pr Intern**

FACTORY PR | Sep 2020 - Nov 2020

- Organize and merchandise samples and client collections
- Traffic samples to publications and stylists
- Inventory maintenance
- Scan and layout press clips in Photoshop
- Conduct competitive research in fashion and tech
- Compile and update media lists
- Update client reports
- Write PR pitches
- Handle press mailings
- Assist with model castings and fittings
- Plan and work events including parties, fashion shows, and presentations
- Run errands

- **Creative Director Intern**

The Nakd Mag | Jun 2020 - Sep 2020

Developed high-impact creative projects from concept to completion, including trailers

and promotional content for the company magazines and campaigns.

Education & Training

2022 - 2025

- **London College of Fashion, University of the Arts London**

BS, Fashion PR and Communications