

# Danielle A. Brown

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## DESIGN & RETAIL EXPERIENCE

SHOWROOM BLISS: Chicago, IL

**Freelance** (July 2008 – present)

- Assist with trade show merchandising, sales of 15 different manufacturers, and showroom merchandising
- Customer service and record keeping

SHOWROOM BLISS: Chicago, IL

**Showroom Manager/Assistant Wholesale Representative** (August 2007- July 2008)

- Assisted in representation of 15 manufacturers in all areas of accessories – moderate to high end price points
- Customer service of over 1,200 accounts, created advertisements and marketed for upcoming trade shows, assisted owner with day-to-day obstacles, and had proficiency in Vogue Rep
- Visually merchandised displays by representing all 15 manufacturers at up to 10 trade shows yearly and assisted with appointments on the road and in the showroom

MICHIGAN STATE UNIVERSITY THEATRE DEPARTMENT COSTUME SHOP: East Lansing, MI

**Costumier** (August 2006- April 2007)

- Draped, developed, sewed, and altered costumes for current theatre productions

LEVI STRAUSS & CO.: Troy, MI

PACIFIC SUNWEAR OF CALIFORNIA: Troy,

**Brand Evangelist** (seasonal June 2004- November 2006)      **Sales Associate** (December 2001-

MI

August 2005)

- Handled POS transactions, changed window displays weekly, customer oriented service, merchandised floor of current trends, stocked floor merchandise, trained two sales associates and assisted in store closing procedures

FREE PEOPLE (URBAN OUTFITTERS, INC.): New York, NY

**Wholesale Showroom Intern** (April 2006-July 2006)

- Merchandised sales floors at Bloomingdales and Free People stores and represented Free People at the ENK
- Assisted with appointments in the showroom and road, prepared showroom for buyers, organized samples, wrote purchase orders, took inventory on computer system, created Excel spreadsheets of Free People vendors

BOB MACKIE STUDIO: New York, NY

**Fashion Design Intern** (February 2006-June 2006)

- Assisted with swatching and trimming, labeled and maintained swatch book
- Organized fabric yardage, prepared showroom for buyers, delivered and obtained sample garments, wrote purchase orders, sewed buttons, and photographed garments

## SKILLS SPOTLIGHT **Software Proficiencies and General Design-**

- Experienced with PC, MAC and U4ia operating systems running Adobe Photoshop & Illustrator, Vogue Rep, and Microsoft Office as well as flat pattern drafting, draping, flats and specs, sketching and illustration, rendering, functional and technical design, fashion show design, and garment construction

## EDUCATION

MICHIGAN STATE UNIVERSITY: East Lansing, MI

**Bachelor of Science in Apparel and Textile Design**, May 2007

- Additional coursework in Merchandising Management

FASHION INSTITUTE OF TECHNOLOGY: New York, NY

**Accelerated Associates of Applied Science in Fashion Design**, May 2006

Specialization: Women's Sportswear

- Additional coursework in Jewelry Design

## **LEADERSHIP & ACTIVITIES**

2004, 2005, 2007

**Avon Breast Cancer Walk** fundraised and walked 40 miles for event 2008

**Participant and Music Committee** Student Apparel Design Association annual fashion shows

**Volunteer** Olympus Fashion Week: New York, NY 2006

**Public Relations Specialist, Web Master** MSU Student Apparel Design Association 2004-2005

**Active Member** MSU Student Apparel Design Association 2003-2007, MSU Spartan Ski Club

2003-2007,

FIT Snow Club 2005-2006, and MSU POP Entertainment 2003-2005

## **HONORS**

2007: "Best Accessories" annual Student Apparel Design Association fashion show

2006: The Fashion Institute of Technology Dean's List

2006: Selected for "Fall 2006 Fashion Forecast" garment exhibition in the museum at FIT

2005: "Best Ensemble" annual Student Apparel Design Association fashion show

**REFERENCES AVAILABLE UPON REQUEST**