

Lisa Goetzke

9113 Yorktown Drive Orland Park, IL 60462

(312) 231-7987 lisa.goetzke@yahoo.com

<http://lcg1003.tripod.com>

OBJECTIVE:

- ❖ To acquire a position within the fashion industry

SUMMARY OF QUALIFICATIONS:

- ❖ *Extensive knowledge of different textile's qualifications, uses, and how each fabric compliments a woman's figure*
- ❖ *Strong voice and awareness of differences in writing for magazines and newspapers*
- ❖ *Aware of trends and excels in trend forecasting*
- ❖ *Able to create modern, flattering and on-trend attire by blending together different textures and colors*
- ❖ *Industry aware with a flexible work schedule*
- ❖ *Proficiency in the Microsoft Office Suite and familiarity of Photoshop*

EDUCATION:

- ❖ International Academy of Design and Technology

Bachelors of Fine Arts Degree in Merchandising, Fashion Emphasis 3.61 GPA

Graduated April 22, 2010

PROJECTS AND ACTIVITIES:

- ❖ New York Fashion Week: September 2009
Chosen from a group of students to participate, worked within the marketing team and used communication skills to receive invitations to numerous fashion shows
- ❖ Trend Forecast: Spring 2010 Shoes
Created a complex and detailed trend book and innovative Plexiglas trend board with projected trends found through thorough research
- ❖ Product Development: NVUS shoes, January 2010
Developed an original product line along with a comprehensive business/marketing plan
- ❖ 312 Fashion Series: Volunteer, April 2010
Headed the press/media check-in for April 8-9

WORK EXPERIENCE:

- ❖ ShopWalk ~ December 2009- April 2010

Intern

- *Assisted in styling honorees for Chicago's BizOver 2010 event*
- *Facilitated shopping tours and aided clientele through personal shopping*
- *Aided in the research and creation of a power point presentation for a possible partnership with East Bank Club*
- *Created exceptional spring and summer style sheets with inventive creative and engaging copy*
- *Exceptional communication skills used*
- *Analytical skills used when building charts and schedules pertinent to the success of ShopWalk*

❖ Hooters ~ February 2005 – April 2010

Server

- *Over five years experience*
- *Detail Oriented, and sales driven*
- *Able to multitask while applying good time management and a positive attitude*