



NEW YORK | MIAMI | FT LAUDERDALE

Over twenty years of experience in **Data Driven Product Development & Design**

- ✓ Sales & Marketing
- ✓ PR Strategies
- ✓ Community Development
- ✓ Brand Immersion
- ✓ High Engagement Training & Education

1

Industries:

Art

Beauty

Fashion

Health & Wellness

Restaurant & Hospitality

Academics

*Areas of expertise include project managing creative team[s] to meet administrative goals and deadlines, maximize profit margins, clarify merchandising plans, train and implement for new activations and launches.*

## **EXPERIENCE | BUSINESS & ACADEMIC**

### **Marketing & Retail Business Consultant**

#### **| Scarlet Letter Productions**

January 2008 to Current

New York and Hollywood Florida

- Private Label & Line Development based on sell through analysis
- Brand Immersion Experiences and Marketing Events
- SEO editorial and content development
- Web Site Development and Execution in 48 hours
- Merchandising, 6 month planning, assortment planning, markdown money calculation, OTB prep for market
- Retail Business Training: OTB, Markdown Money, Cost Control, Sales Analysis, & Gross Margin Plans
- Trade Show Sales / POS presentation materials
- Product Development [*Full Horizontal*] including table top private label product development, fragrance, label, and package development.
- Point of Sale merchandising strategic development, design and implementation
- Consumer Psyche Analyses driven product development
  
- PR Strategic Development

**[www.ScarletLetterProductions.com](http://www.ScarletLetterProductions.com)**

### **Associate Professor**

#### **| Johnson & Wales University**

School of Business August 2014 to May 2017

- Created Sales and Recruiting Initiatives based on establishing connects within the community
- Developed "Road Show" programming and training based on research and feedback from target market [high schools] and sales department.
- Researched, developed and implemented core Visual Merchandising lecture materials to integrate brick and mortar with digital strategies.
- Sought out and developed Brand Partnerships with local small businesses to develop cross marketing events and projects that would provide strategic exposure to the university while solidifying community presence. Partners include

:MOCA Art Museum, Miami Corporate Run, Newport Beach Resort, Miami Fashion Week, Coast Trade Shows

- Designed and Developed presentation materials ,graphics, logos, in house product development , postcards, posters & signage unique to each event/campaign
- Spear headed **Corporate Run** outreach programming: served dual function as a teambuilding event that boosted in house moral as well as an external marketing event that positioned the brand as a positive force in the community.
- **Ted EX** local planning committee, panel screening, and presentation workshops.

Conducted Program Peer Review and Analysis, Developed Community Relations and Industry Partnerships via Special Events, Internships and Project Collaborations. In addition, acquiring new talent, on boarding, quality control and lecturing.

Areas Taught: Merchandising Math, Visual Merchandising, Concept Development, Business Communications for Retail, Social Media for Business,

<https://www.youtube.com/watch?v=96wCx-Spvzo>

### **Creative Director**

Hollywood Fashion Food & Film Group

**October 2016 to Current**

**Product Development | Launch Plan**

- Developed Launch plan and retail merchandising strategy including both product development and market buys.
- Brand Immersion Strategy and implementation to introduce concept to community, grow list and increase consumer awareness re economic impact of shopping small.
- Ongoing creative direction focused on bridging communication between creative team and business planners while curating brand experiences and marketing events with the community. [www.hollywoodfashionfoodandfilm.com](http://www.hollywoodfashionfoodandfilm.com)

### **ACADEMIC**

**Program Chair** / Professor | American Intercontinental University

December 2010 to March 2013

**Weston Florida**

School of Business | Marketing & Merchandising [*Fashion*]

- Leveraged SWOT Analysis results to identify opportunities for strategic partnership within the community.
- Liaise with sales & recruiting team to analyze needs, identify opportunities for growth internally, create a plan and train staff on implementation.
- Outreach Initiatives include: Redeye | **Art serve, Young@ Art, Rick Case, Black Peal Fashion & Film, Wynwood Retail Pop Up Shop.**
- Spearheaded Textbook Review Program, Curriculum Development, Course Mapping, and cross training for Admissions and Marketing teams.- In addition to writing, developing and overseeing lectures.
- Institutional Effectiveness Planning, Strategies , Analysis & Implementation.

### **Program Chair | Sanford Brown Institute Westchester, NY**

09/04 – 05/06

Oversee Talent Acquisition, Program Development and Accreditation, On Boarding, and Teacher Training. In addition to Research and Develop anatomy, physiology and acoustical physics lectures particular to imaging pathology.

### **THEATRICAL & DESIGN**

#### **Technical Design Fashion**

Independent Contractor

September 2006 to present

Private Label Concept Development, Design, Illustration, Prototype Development, Pattern Making, Fit Testing and Sample Size Grading.

#### **Retail Sales & Merchandising**

September 2001 August 04

Retail Merchandising for Dooney & Bourke, Coach, Abraham & Straus, and Macy's Flag ship stores NYC.

#### **Theatrical |PepsiCo Theater New York**

**1999 to 2001**

Build Props Manage workroom | inventory management, costume fittings, design produce and construct costumes and props for opera, ballet and performing arts.

#### **On location Project Manager| New York Fashion Week**

**1997 to 1999**

Styling for red carpet, runway and custom build services for New York Fashion Week and PR / Media shoots.

## **HEALTH & WELLNESS EXPERIENCE**

- Ollie @ FIU | Yoga Instructor **2018**
- FUSION Pilates | Barre | Yoga **2015**
- Mixed media Art & Yoga Programming for Seniors Hollywood **YMCA 2013**
- Certified Performance Coach specializing in Women's Leadership **2011**
- Certified Yoga Instructor **2010**
- Anatomy & Physiology Lecturer and Teacher Training specializing in ergonomics in the workplace **2003**

## **COMMUNICATIONS & COMMUNITY**

**DG Expo Miami Airport Convention Center October 2016** Retail Business Lecture | Sourcing for Start Ups

**Penn Plaza New York City July 2017** Lecture Fashion Cross Training :Turning your Business and Leadership Experience into Fashion Start Up Fuel.

**STEAM** Program Development for STEAM Science, Technology, Engineering, Art and Math through Fashion for Girls Ages K to 12

**Fashion Apprentice** Program Development for Fashion Apprentice whose mission is promoting positive body images of women in fashion, food and film through self-esteem enrichment, yoga wellness and diversity based model workshops for teens.

In addition leadership development / mentoring for youth in fashion careers.

## **PROFESSIONAL GROUPS**

**Hollywood Chamber of Commerce 2018**

Hollywood, Fl

**The Fashion Guild**

New York, New York

**Hollywood Fashion Food& Film Group**

Founding Member Hollywood, Fl

**SKILLS**

- Adobe Creative Suite
- Photo Retouching for Print and Digital
- Microsoft Office Suite
- SEO Reverse Search Tools
- Project Management Tools : Asana, Trello
- Trend Forecasting
- Content Development for both Print and Digital Mediums
- Content Development for both ad copy editorial and visual layouts
- Project Management for Creative Teams
- Visual Presentation Content Development , both Print and Digital Mediums
- Technical Design for Fashion , Theater & Film

**EDUCATION**

<b>Certifications</b>	<b>Undergraduate</b>	<b>Graduate</b>
Women's Health & Wellness Performance Coach Yoga Teacher Continuing Education/Training Professional	Business Admin Fashion Design Art History  Fashion Institute of Technology 1998 New York	Masters of Fine Art State University of New York  Theatrical Design Costume, Set and Lighting design.  SUNY Purchase 2001 New York

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