

Jiovani Cervantes

Lacey, WA 98503

18189416239

jiovanistyling@gmail.com

WWW: <https://jiovanicervantes.com/>

Professional Summary

Creative entrepreneur with almost 8 years of experience in fashion styling, brand development, and visual storytelling. Proficient in leading cross-functional teams, executing innovative campaigns, and delivering compelling content across digital platforms. Skilled in project management, client relations, and trend analysis, with a strong commitment to ethical practices, and community engagement.

Skills

- E-commerce
- Shopify
- Canva
- Asana
- Adobe Suite
- Microsoft Suite
- Project Management
- Inventory Management
- Social Media Management
- Customer Relationship Management

Experience

January 2021 to Current	Milk Room Store Manager & Social Media Director <ul style="list-style-type: none">• Managed inventory control, cash control, and store opening and closing procedures.• Oversaw inventory management through cycle counts, audits and shrinkage control.• Developed marketing content such as blogs, podcast episodes, fashion shows, and advertisements for social media.• Brought about noticeable improvements to click rates, follower counts, and engagement with clear, focused strategies.	Agoura Hills, CA
August 2021 to June 2025	KARL KANI Fashion Stylist <ul style="list-style-type: none">• Assisted with styling fall/winter lookbooks.• Assisted with styling lookbooks for e-commerce website.• Analyzed trends to develop innovative concepts for manufacturing and production.• Conceptualized content ideas for the Karl Kani Instagram and TikTok.	Woodland Hills, CA
September 2017 to May 2025	Freelance Lead Fashion Stylist <ul style="list-style-type: none">• Delivered full styling services to over 150 private clients.• Organized and produced photoshoots for print, editorial, and celebrity opportunities.• Organized and produced runway events highlighting independent fashion designers.• Mentored aspiring stylists to ensure success in the launching of their brand.• Performed various sales transactions, checked on invoices, prepared special orders, and delivered correct merchandise.	Los Angeles, CA
August 2021 to	NOTMRW Media Group Fashion Stylist	Los Angeles, CA

- October 2023
- Worked closely with high profile influencers and brands to guide branding strategies.
 - Evaluated and contributed to creative team ideas and translated into actionable project plans.
 - Assessed and reworked influencers personal styles to boost visual appeal.
 - Sourced wardrobe and accessories to style influencers for promotional material and social media.

Education

- June 2018
- River Ridge High School

Lacey, WA
- High School Diploma
- Awarded the Social Studies Achievement by River Ridge High School
 - Awarded the Award of Excellence by TOGETHER!
 - The North Thurston Education Foundation Scholarship Recipient
 - Olympia Tumwater Foundation Scholarship Recipient

Languages

English:

Professional

Spanish:

Professional

References

References available upon request.