



KARIS RENEE

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PROFESSIONAL PROFILE

Graphic Design, Social Media, Digital Marketing Creative Director: I help women's apparel brands grow in style, trends, web presence, & brand recognition.

My specialty is style: Apparel, social media, graphic, and computer-aided design, product development and digital campaign execution with areas of expertise in the fashion industry and eCommerce growth.

I help eCommerce sites and online businesses stay pretty!

EDUCATION

Bachelor of Science in Consumer Behavior | Fashion Design & Product Development 2008-2012

Baylor University | Waco, TX

TECHNICAL SKILLS

Excellent communication skills in social media, design, customer support, & clientele. Technically trained in Photoshop, Illustrator, & basic Office suite. Proficient in Wordpress, Blogspot, Drupal, Wix, and major social media platforms including: Instagram, Facebook, Pinterest, Twitter, Snapchat, YouTube, & Poshmark

EXPERIENCE

Sharon Young, Inc. - Marketing Coordinator

2013 - Present

Website creative design & management from the ground-up (SlimSation.com) | eCommerce development & maintenance | Design & execute creative campaigns: Email blasts, blog posts, social support, etc | PR and media management | Multi-brand media organization to improve transactional conversion rate | Overall Creative Control for corporate brands online | Marketing promotions | Photo shoot styling | Photo editing & retouching | Overall creative structuring & management of marketing consulting team | Wholesale buying & orders for online retail store(s)

Poshmark Social Commerce - "Karis' Kloset"

2012 - Present

Online store owner and manager in charge of bulk wholesale orders for trending styles | Sales records & sole management of eCommerce shop | Regular hourly upkeep & online moderation of likes, comments, and shares | Early adopter Daily shipments with personalized swag | Top rated seller with 1500+ items sold and 4.9/5 star rating | Top 10% seller | "Posh Mentor" & Top recruiter sharing 10,000+ new closets and counting

Dress for Success - Director of Events & Media Relations

2015 - 2016

Event coordination & planning | Décor & space design | Honored in March by First Lady Cecilia Abbott of TX for work with Dallas chapter of Dress for Success

Sharon Young, Inc. - Marketing Assistant

2012 - 2013

Sales promotion through creative campaigns | CAD Artwork and Fashion Design responsibilities including: Technical flats, line drawings, and stylized computer & hand sketches | Architect designer & buyer presentations | Photo shoot styling | Manage online product descriptions | Multi-brand social media management

Sharon Young, Inc. - Apparel Design Internship

2012

Business-to-business transactions between supplier & distributors | Clothing & style design processes, production cycles, and budgets | Social media establishment & maintenance for 5 separate womenswear brands | Wholesale + Retail relations | Design Dallas Market showroom displays | International shipments & samples

Forever 21 - Visual Merchandising

2008

Designed interior face-out apparel displays | Coordinated rooms & merchandised wall design | Managed subordinate associates to complete visual tasks | Styled interior & exterior mannequin displays | Developed merchandising and display production | organized inventory