

FASHION CONTENT | CREATIVE PRODUCTION | BRAND STORYTELLING

Fashion content and creative production professional with 8+ years of experience across luxury fashion, editorial, digital media, and brand partnerships. Expertise in visual storytelling, fashion direction, product curation, and high-profile creative productions across print and digital platforms. Proven track record collaborating with leading fashion houses, creative talent, and cross-functional teams to translate seasonal trends and creative concepts into compelling, commercially relevant content.

PROFESSIONAL EXPERIENCE

FASHION MARKET EDITOR, *V MAGAZINE & VMAN* (JULY 2025 - JULY 2026)

- Led fashion content and creative production across V Magazine and VMAN, coordinating 3–10 international shoots weekly while translating seasonal trends, designer collections, and creative concepts into compelling editorial storytelling.
- Oversaw creative direction for front-of-book fashion stories and all accessories content across womenswear and menswear, from concept development and market research through final editorial execution
- Partnered with the Editor-in-Chief and Fashion Director to shape seasonal fashion direction, editorial priorities, and content calendars across concurrent issues and international fashion weeks
- Cultivated relationships with luxury fashion houses, stylists, PR agencies, and international creative partners to curate designer collections, source key looks, and execute high-profile fashion editorials and celebrity covers.
- Managed production timelines, budgets, fashion credits, assets, cross-functional deliverables, and 8 interns while maintaining editorial accuracy across high-volume creative workflows

ACCESSORIES EDITOR, *BUSTLE DIGITAL GROUP* (APRIL 2023 - JUNE 2025)

- Led accessories content strategy and product curation across 5 digital publications (*NYLON*, *The Zoe Report*, *Bustle*, *Elite Daily*, *Romper*), translating emerging fashion and cultural trends into engaging editorial, shopping, and visual storytelling
- Cultivated relationships with luxury fashion, accessories, and jewelry brands to identify seasonal products and stories supporting editorial and commerce initiatives
- Researched trends and audience insights while writing fashion and shopping content across *NYLON*, *The Zoe Report*, and *Bustle*

FASHION & SHOPPING EDITOR, *WHO WHAT WEAR* (OCTOBER 2022 - APRIL 2023)

- Wrote and published 10+ trend-driven fashion and shopping stories weekly, translating seasonal trends and product launches into engaging commerce content while consistently achieving affiliate performance goals
- Curated daily email newsletter content using seasonal trends, audience engagement metrics, and consumer insights to strengthen product storytelling and drive performance
- Adapted fashion and product storytelling across editorial and email channels, maintaining a consistent brand voice while balancing high-volume deadlines and evolving content priorities

ASSOCIATE FASHION EDITOR, *BUSTLE DIGITAL GROUP* (OCTOBER 2020 - OCTOBER 2022)

- Joined the launch of a newly established fashion department, helping develop editorial systems, workflows, and operational processes
- Partnered closely with the SVP of Fashion on editorial planning, production schedules, and cross-functional communication
- Managed fashion week logistics, budgets, and editorial calendars while coordinating coverage across 16 editors during seasonal fashion weeks
- Created sales presentations and internal reporting materials supporting strategic planning and executive decision-making

FASHION & ACCESSORIES ASSISTANT, *INSTYLE* (MARCH 2019 - OCTOBER 2020)

- Supported the Fashion Director, Style Director, and Accessories Director with editorial planning, fashion month logistics, brand appointments, and production coordination
- Assisted with editorial campaigns and celebrity cover shoots while managing on-set logistics, sample trafficking, and shipping budgets
- Researched seasonal runway trends and curated market selections to support editorial storytelling, trend reporting, and market coverage
- Managed post-production workflows including fashion credits, sample returns, and asset documentation

ACCESSORIES ASSISTANT, *HEARST FASHION GROUP* (JULY 2018 - FEBRUARY 2019)

- Supported editorial teams across six national publications (*Cosmopolitan*, *Women's Health*, *Seventeen*, *Good Housekeeping*, *Redbook*, *Woman's Day*), coordinating samples, production schedules, and on-set logistics
- Managed freelance assistants while overseeing sample trafficking, fashion closet organization, and daily operational support

EDUCATION

B.A. IN JOURNALISM: EDITING & GRAPHIC DESIGN, *UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL* (2014-2018)

SKILLS

SEO, CMS, MAGENTO, ADOBE CREATIVE SUITE, MAILCHIMP, WORDPRESS, ASANA, MONDAY.COM, GOOGLE WORKSPACE, WIX