

KEYONDRA WHITE

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EDUCATION

COLORADO STATE UNIVERSITY

Masters in Communications and Media Management

Relevant Courses: Advertising and Marketing Communication, Digital Research Evaluations, Strategic Digital Communications

Fort Collins, CO

Jan 2023 – May 2024

WASHINGTON STATE UNIVERSITY

B.A. in Apparel Merchandising and Design

Relevant Courses: Principles of Merchandising, Merchandise Buying and Planning, Supply Chain Mgmt

Pullman, WA

Aug 2018 – May 2022

WORK EXPERIENCE

CREATIVE MARKETING MANAGER

Walking Life's Journey

- Developed comprehensive marketing strategies to enhance brand visibility and engagement across social media platforms
- Led cross-functional team collaborations to ensure cohesive brand messaging

Boise, ID

May 2022 – Present

FREELANCE DESIGNER

Fashion Designer

- Conceptualized, sketched, and crafted custom garments aligning with customer preferences and contemporary market trends.
- Utilized Adobe Creative Suite for detailed print designs and distinctive brand logos.
- Conducted comprehensive market research to align designs with emerging fashion trends and consumer demands.

Boise, ID

Aug 2022 – Present

CURATED FOR YOU

Fashion Tastemaker E-Commerce Intern

- Spearheaded consumer research projects, translating findings into actionable insights for brand curation.
- Classified products digitally based on type, season, and occasion, ensuring seamless user experience.
- Synthesized research data to enhance the lifestyle curation engine by identifying the latest fashion trends.

Remote

Dec 2021 – May 2022

FOREVER 21

Visual Merchandising Intern

- Collaborated on visual strategy development, executing displays that increased customer engagement and sales.
- Analyzed sales data to optimize merchandise placement, supporting both aesthetic and performance goals.

Boise, ID

May 2021 – July 2021

Brand Ambassador

- Elevated customer experience through in-depth brand knowledge and tailored shopping recommendations.
- Adapted rapidly in a high-paced retail environment, successfully managing concurrent customer requests.
- Assisted in-store organization, ensuring appealing merchandise displays and efficient store recovery.

Jan 2021 – May 2021

LEADERSHIP

WSU FASHION SHOW PRODUCTION TEAM

Public Relations and Marketing

- Crafted and executed a publicity plan to enhance brand engagement across platforms.
- Managed brand presence on social media and captured live event trends for immediate feedback.
- Built partnerships with local businesses to boost event visibility and foster community relations.

Pullman, WA

Sep 2018 – May 2021

SKILLS

- Digital Marketing & SEO
- E-commerce Strategy
- Trend and Data Analysis
- Adobe Creative Suite
- Visual Merchandising
- Microsoft Excel
- Social Media Management
- Customer Experience
- Content Creation