

# Alyssa Knowlton

## Fashion Design & Merchandising

(912) 577-8068 · A.treece20@outlook.com · www.alyssaknowlton.com

### EDUCATION

#### Savannah College of Art and Design

2019 - 2023

Bachelor of Fine Arts in Fashion

- Minor in Fashion Marketing and Management
- Graduated Magna Cum Laude

### PROFESSIONAL EXPERIENCE

#### Madewell

May 2025 - Present

##### Assistant Manager

- Supervise daily store operations while delivering an on-brand customer experience that reinforces brand standards.
- Support visual merchandising by collaborating on floor sets and styling displays.
- Analyze sales data and customer trends to optimize product placement, drive KPIs, and identify opportunities to enhance in-store engagement.
- Support recruiting and development of team members, fostering strong brand knowledge and customer engagement skills.
- Manage clienteling efforts leveraging personalized outreach to boost repeat business and long-term customer loyalty

#### Sea Island Company

Feb 2024 - Apr 2025

##### Senior Event Design Specialist

- Produced detailed floor plans, renderings, and mood boards to communicate design concepts, mirroring the skills required for showroom layouts and visual merchandising plans.
- Partnered with high-profile clients to conceptualize and deliver immersive event designs.
- Styled event spaces for weddings, conferences, and VIP experiences, emphasizing brand storytelling through color, texture, and spatial arrangements.
- Lead marketing efforts, leveraging social media and event photography to showcase designs and promote services.
- Managed day-of execution and troubleshooting, delivering polished, high-impact environments under tight deadlines.

##### Event Design Coordinator

Sep 2023 - Feb 2024

- Coordinated all creative elements, including décor, lighting, and staging, while managing vendor relationships, contracts, and on-site logistics for seamless execution.
- Maintained up-to-date knowledge of design trends and event technologies to provide innovative solutions to clients.
- Worked jointly with production teams, AV specialists, florists, and designers to curate visually stunning and logistically sound event experiences.
- Developed and maintained strong relationships with clients, vendors, and internal teams.

### ACADEMIC EXPERIENCE

#### How One Grows Senior Collection

AUG 2022 - JUN 2023

##### Creative Director

- Designed and directed a 6-look fashion collection, from concept and design research to final collection execution. Led design exploration, fabric selection, and sketching to ensure a cohesive vision.
- Set deadlines, scheduled meetings, and managed cross-functional collaboration.
- Cast models and led a team of 10 in executing an editorial photoshoot and fashion film.
- Managed the integration of design, styling, photography, and film to ensure the collection's vision was successfully communicated across multiple media formats.

### KEY COMPETENCIES

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Mircosoft Outlook

Microsoft Word

Microsoft Excel

Mircosoft Powerpoint

Power BI

Dayforce