

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
 - Dean's list
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PROFESSIONAL EXPERIENCE

Sea Island Company

Feb 2024 - Present

Senior Event Design Specialist

- Collaborate with clients to develop and refine event themes and concepts that align with brand values and objectives.
- Develop detailed event timelines, floor plans, and budgets, ensuring all elements are delivered on time and within budget.
- Support the Director and Manager of Event Design in improving departmental profitability.
- Coordinate all creative elements, including décor, lighting, and staging, while managing vendor relationships, contracts, and on-site logistics for seamless execution.
- Assist with budget tracking and manage cost-effective solutions for design elements and vendors.
- Lead marketing efforts, leveraging social media and event photography to showcase designs and promote services.

Event Design Coordinator

Sep 2023 - Feb 2024

- Coordinated the design and production of various events, including conferences, weddings, and VIP functions.
- Maintained up-to-date knowledge of design trends and event technologies to provide innovative solutions to clients.
- Created mood boards and floor plans to communicate concepts to clients, vendors, and internal teams.
- Collaborated 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.

Lake Bryn Mawr

Sewing Camp Counselor

Jun 2021 - Aug 2021

- Supported the Project Director in instructing sewing projects for over 70 girls daily, ages 5-16.
 - Led sewing activities for beginner to advanced skill levels, tailoring lessons to accommodate various ages and abilities.
 - Ensured a safe environment while maintaining engagement and enthusiasm for sewing activities among participants.
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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.
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KEY COMPETENCIES

Adobe Photoshop
Adobe Illustrator
Adobe Indesign

Mircosoft Outlook
Microsoft Word
Microsoft Excel

Mircosoft Powerpoint
Social Tables
Opera
