



Alyssa Knowlton

Fashion Design and Marketing

About Me

Passionate about the fashion industry, my time at SCAD has honed my skills in fashion design and marketing. Combining creativity with strategic thinking, I'm eager to contribute to this dynamic world. Ready to make an impact and embrace continuous growth in the fashion industry.

My Contact

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Education Background

- Savannah College of Art and Design (SCAD) 2019-2023

BFA Fashion minor in Fashion Marketing and Management

Magna Cum Laude

Software Skills

- | | |
|---------------|--------------|
| Adobe | MS Office |
| • Photoshop | • Excel |
| • Illustrator | • PowerPoint |
| • InDesign | • Word |

Soft Skill

- Organization
- Decision making
- Communication
- Multi-tasking

Achievements

- 2022 Pierre Cardin Design Contest Semi-Finalist
- 2023 LinkedIn Learning Excel Certification

Academic Experience

Creative Director | Collection How One Grows
Aug 2022 - Jun 2023

Key responsibilities:

- Designed and directed a 6 look collection, tasks included concept and design research, design exploration, fabric selection, etc.
- Set deadlines and scheduled meetings to ensure the collection's vision was translated
- Led a team of 10 and styled looks for editorial photo shoot and fashion film

Fashion Show Dresser | Savannah College of Art & Design
Jun 2022

Key responsibilities:

- Assisted wardrobe changes for assigned models
- Helped others and completed wardrobe changes during a fast-paced fashion show
- Preparing garments to assure look cards are executed

Work Experience

Sewing Camp Counselor | Lake Bryn Mawr Camp
Jun 2021 - Aug 2021

- Instructed 70+ girls a day
- Leading beginner to advanced sewing activities
- Ensuring the safety of the girls while keeping them engaged with sewing activities

Stylist/Sales Associate | Tonya's Treasures
Feb 2018 - Nov 2018

- Worked across all 3 store locations providing a consistent shopping experience
- Maintained inventory transfers and store displays
- Drove sales with customer engagement ensuring customer's wants are met