

ALISON R. TRUAX

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Portfolio: alisontruax.carbonmade.com

EDUCATION

California State University, Long Beach
B.A., Communication Studies
May 2013

University of Hertfordshire, England
Fashion Merchandising Courses
Fall 2011

EXPERIENCE

Stitch Fix

San Diego, California

Stylist – July 2015 - Present

- Curating an individualized selection of fashionable clothing and accessories for up to 80 per week
- Maintaining a consistent knowledge of current fashion trends in order to advise and style clients
- Providing personal, thoughtful handwritten styling advice for each item sent
- Interpreting profile information to ensure clients receive well-fitting and flattering garments
- Reviewing feedback and adapting processes in order to consistently improve the customer experience

Beauty Snap

Austin, Texas

Editorial / Marketing Assistant – July 2015 - Present

- Assisting in the planning, setup, execution and editing of video and photo shoots
- Curating selections of shoppable items and creating fashion inspiration for blog posts using Polyvore
- Using branding specifications and writing content in the Beauty Snap “voice” to produce engaging and enticing social media output
- Designing custom packaging and online advertisements for original Beauty Snap products

City of San Marcos Community Services

San Marcos, California

Aquatics Manager -- May 2010 to May 2015

- Recruited, trained and supervised 35+ team members
- Planned and successfully executed multiple events each season generating revenue and increasing local participation in programs
- Managed program budget and enacted cost recovery and revenue boosting strategies
- Designed promotional materials for print and web including advertisements and event flyers

Zoe Costello (Stylist)

Los Angeles, California

Stylist Assistant -- August 2013 to September 2015

- Performed styling pulls and assisted in planning of looks for editorial and advertisement campaigns for clients including Refinery 29, MinkPink and RVCA
- Organized and kept a detailed written and photographic inventory of all product used in each individual photo shoot
- Assisted in steaming and preparing garments and ensuring that all clothing was properly photographed

Foam Magazine

Santa Monica, California

Editorial / Photo Shoot Assistant – September 2013 to January 2014

- Assisted the editor and styling team at editorial photo shoots in keeping the shoot on schedule and completed without disruption
- Contributed to the magazine’s website by writing articles involving researched fashion trends
- Logged and organized all sample products entering the workspace to be featured in the magazine and prepared them for return to contributors

COMPUTER PROFICIENCIES

- Microsoft Office (Excel, Word and PowerPoint)
- Adobe (Photoshop and InDesign)