

Caroline Adams

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PROFILE

A Fashion Stylist with entry-level experience, specializing in contemporary fashion, visual merchandising, product marketing, and garment fittings. Adept at identifying ideal fashion combinations to drive brand exposure through fashion photo shoots.

PROFESSIONAL EXPERIENCE

Fashion Stylist

Bridal Center, Boston, MA | May 2021 – Present

- Provide recommendations and product education to a diverse range of clientele, brides, and bridesmaids, guide clients through product collection, and identify dresses and accessories based on customer needs
- Upsell wedding garments and dresses and exceed the annual sales quota by 120% in 2021
- Build relationships with clients, perform adjustments and fittings, and deliver best-in-class service to ensure a quality customer experience
- Coordinate with the team to develop visual merchandising displays for the showroom and conduct photo shoots for seasonal marketing promotions

Stylist Assistant

Selena Fashion, Boston, MA | May 2020 – May 2021

- Provided support to fashion stylists for a variety of photo shoots and editorial projects, including prepping garments, dressing models, and organizing product inventory
- Evaluated fit, color, and size for wardrobe prior to photo shoots and collaborated with the fashion team to deliver high-quality presentation of brand aesthetic

EDUCATION

Bachelor of Arts (B.A.) Fashion Design

Boston University, Boston, MA
September 2017 - May 2021

KEY SKILLS

- Fashion
- Visual Merchandising
- Photo Shoots
- Product Marketing
- Retail Sales