

Serena Imam

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DESCRIPTION

With the challenges of a job, I hope the fashion industry will expand my skillsets and continue teaching me. I eventually would like to expand the business I would work with or start my own.

EDUCATION

The New School, New York, NY

Strategic Design and Management, Expected Graduation May of 2022

GPA: 3.81

Relevant Coursework: Intro to Political Economy, Marketing, PR, and Branding, Sustainable Systems, Introduction to Design Studies, History of Fashion, Managing Creative Teams, Research and Development, Design of Business, Creative Internet Presence, Fashion Trend Analysis, Global Professional Practices, Visual Merchandising, Innovation, Fashion Industry Profile, and Strategic Management, Advertising Consumerism, and Business Models and Entrepreneurship Strategies

Classes in Progress: Business Regulation and Practices, Ethical Decisions and Leadership, Fashion Public Relations, Capstone 2

New York University, New York, NY

Bachelor of Fine Arts, 2018-2019

Relevant Coursework: Color Theory, Three Dimension Fundamentals, Fourth Dimension Fundamentals, Two Dimension Fundamentals, Interdisciplinary Art Practice I & II, Global Histories of Art

RELEVANT EXPERIENCE

Sales/Cashier, Ecommerce Merchandising Assistant + Product Coordinator
Sammy & Nat

New York
7/2019 – 9/2021

- Assisted in the creation with a new Sammy and Nat Store which resulted in great improvement of their brand presence and brought in more customers.
- Coordinated the retagging, merchandising, optimizing all products on the website, and analyzing all passed sales that lead to an increase in profit.

Merchandising/Wholesale Intern
Oscar de la Renta

New York, New York
1/2020-3/2020

- Prepared collection for Market Week, assisted in photoshoots and dressing models, created buy collages from order confirmation of domestic and international companies, and assisted other workers in their duties.

Intern, Shadowing the CEO Maria Van Vlodrop
MVVO Art

New York, NY
5/2018 – 9/2018

- Informed the CEO think of new innovative ideas to expand her start-up company, provided design ideas for her website, and incorporated other audiences to participate on her website which resulted in increased foot traffic online.
- Attended Art Gallery Openings to network for MVVO Art to photograph and display the events online.

Stylist
Vanilla Sky

Rye Brook, NY
1/2018 – 7/2018

- Participated in helping customers find new styles of clothing that complimented their personality and physique.
- Organize the backroom, the store's display, and stocking and tagging the new clothing.

ADDITIONAL INFORMATION

Skills: Customer Service Communication, Problem Solving, Business and Design Strategy, Adaptation to different Environments, Retail, Merchandising, Branding, Marketing, Product Coordination, Trend Analysis, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Photography, Word, PowerPoint, and Excel.