

Bryn Rhoads

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EDUCATION

Bachelors of Business Administration

*Parsons | The New School
Degree: Parsons Strategic Design Management (BBA)
concentration in fashion and creative business*

REFERENCES

Available on request.

A motivated stylist and creative consultant with specialist expertise in forecasting, sales, visual merchandising and performance monitoring. A strategic and agile thinker known for driving change by tackling ambiguous problems and effectively communicating solutions.

EXPERIENCE

TIBI | New York, NY

VIP Senior Stylist · August 2021 - Present

- Lead visual merchandising of the boutique as well as organize racks and shelves to maintain stores aesthetic appeal, engage customers and promote specific merchandise.
- Identify and interact with prospective and existing clientele, uncovering their needs; providing styling and product recommendations.
- Assist in the training and development of new sales teams.
- Improve retail store matrix by increasing customer interaction and retention, handling all customer requests, and ensuring excellent customer experience; proactively participating in meetings with manager and colleagues and process inventory
- Observe Store Manager and assist in all boutique buys.
- Manage corporate Instagram account with high engagement and posting frequency, which generates 70% of sales and foot traffic

The Great Eros | New York, NY

Stylist · June 2021 - August 2021

- Assisted in styling for press, photoshoots, and social media content.
- In charge of visually merchandising the store.
- VIP stylist and sales associate in charge of retaining and interacting with clients.
- Maintain upkeep of the store's cleanliness and appearance along with allocating inventory along with stockroom inventory upkeep.

TIBI | New York, NY

Styling Intern · Oct. 2019 - May 2021

- Curated and tailored styling packs for vendors carrying Tibi.
- Assisted in visually merchandising the e-commerce site
- Assisted in dressing models, photoshoots, and visually merchandising the showroom for all collections, Market, and NYFW.
- Worked both Paris and New York Fashion Weeks, responsible for pre, during and post showroom preparation.
- Researched, analyzed, and marketed prospective fashion trends.

FREE PERSEPHONE | Paris, France

Social Media and PR Intern · Nov. - Dec. 2019

- In charge of all social media, curated and created content for a variety of social media platforms and mediums in French and English.
- Analyzed market demographics and socioeconomics for advertising campaigns.
- Helped host and create in-person and online events and contests.