

# STARLA WESTERGAARD

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## PROFILE

Over 4 years of experience within the design sphere, working beside creatives to curate a stimulating visual and digital experience. Accustomed to performing well in fast-paced and deadline-driven environments. Proficient in connecting with clientele, maintaining high work-ethic and thriving alongside a team to reach goals and strengthen over-all brand loyalty.

## EDUCATION

### Bachelor's Degree in Fashion Design

#### Parsons School of Design

9/2018 - Anticipated 5/2022

### Academic Achievements

Parsons Dean's Scholarship

Parsons Design Grant

## WORK EXPERIENCE

### Brandy Melville U.S.A.

#### Visual Merchandising Manager & Key holder

8/2016 - Present New York, NY

- Developed floor plans and displays to ensure product visabilty and contribute to the store's visual appeal. Handled incoming product and took account of high and low sellers.
- Guided a 20-member team towards constant productivity, driving sales and assisting customers.

### Stivali N.Y.

#### Digital Marketing Intern

9/2020 - 2/2021 New York, NY

- Raised e-commerce sales by creating and managing all digital content.
- Created weekly trend-forecasting, social media algorithm and website flow presentations.
- Produced, shot and edited product and lifestyle campaigns to use across all platforms.

### Apriati

#### Luxury Jewelry Consultant

9/2019 - 3/2020 New York, NY

- Strengthened relationships with clientele to elevate the brand and maximize revenue.
- Helped introduce the brand to New York through creating a welcoming atmosphere.
- Maintained care of merchandise, packaging and moving between store locations and mending pieces brought in for repair.

## SKILLS

### Digital

CLO 3D

Adobe Suite

Microsoft Office

Digital Flats & Tech Packs

Graphic Design

### Technical

Sewing

Textile Knowledge

Sketching & Illustration

Photography

Videography

### Workmanship

Positive Attitude

Creative Problem Solving

Communicative

Result-Oriented

Attentive