



Melina de Groot

Creative Fashion

EXPERIENCE

2021-Present **Stylist | StitchFix**

Remote

- Create a personalized styling experience for clients that caters to their own personal style and fit preferences while also being cohesive and remaining on trend
- Develop and maintain a relationship with clients by offering styling advice and information about current fashion trends
- Collaborate with other stylists to resolve specific fit or style requests from clients

2021

Athens, GA

Graphic Designer | Couture a la Cart

- Created all marketing and promotional material for the company and made sure all materials were cohesive and effectively conveyed the brand aesthetic
- Collaborate with other members of the marketing team to create any graphics, banners or promotional material that would be needed for the e-commerce platform or brick-and-mortar retail

2019-2022

Athens, GA

Content Assistant | Strike Magazine Athens

- Assisted in creating and developing magazine concepts by working with all creative teams including beauty, styling, writing, social media, layout & graphics to clearly convey the concept
- Participated in photoshoots through creating props, designing costumes, composing a pose folder and all other fine details

2018-2022

Atlanta, GA

Styling Consultant | Atlanta First Agency

- Worked as a personal shopper to help buyers find clothing that suited their customer based on age, location, occupation, etc.
- Maintain a strong sense of emerging trend awareness to inform buyers of potential styles or colors they should be concentrating on
- Utilized company's point-of-sale system to efficiently carry out sales and keep detailed notes about customers shipping preferences

INVOLVEMENT

2019-2022

Designer | Fashion Design Student Association

- Design and create one of a kind pieces for Fall and Spring runway fashion show from scratch or from upcycled fabrics
- Sketch designs by hand using multiple mediums such as Adobe Illustrator, ink and graphite
- Collaborate with other designers to create cohesive collections

2020-2022

Head of Styling | Student Merchandising Association

- Help decide the creative and styling direction for all fashion related events within the organization
- Oversee committee of 30 stylists to approve styles and offer styling advice for lookbooks, fashion shows and other events
- Head of Styling for Fall 2021 "Move on Mod" Lookbook
- Stylist for Spring 2021 "Victorian Dreams" Fashion Show

EDUCATION

B.S.F.C.S. Fashion Merchandising

Product Development and Design

University of Georgia

2018 - 2022

CONTACT



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www.melinadegroot.com

EXPERTISE & SKILLS

- Spanish: Proficient
- Microsoft Office
- Procreate
- Adobe Illustrator
- Adobe Photoshop
- Fashion Styling
- Visual Merchandising
- Google Suite
- Creative Design
- Kaledo
- Lectra Software
- Sewing
- Canva
- Content Creation
- Fashion Design
- Retail Sales