

Haley K. Byrd 

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## Wardrobe Costumer & Buyer

Strengths in Cross Cultural Communications and International Business  
Great Verbal Skills and Team Management \* Fashion Forward

### QUALIFICATIONS

- Nine years of marketing, merchandising and fashion related field work
- Ten years of product development, design and R&D work
- Highly self-motivated individual who adapts well to high-energy and dynamic work environments and demanding tasks
- Works well as a team player or a great team leader
- Highly efficient in developing relations on both domestic and international levels
- Previous work experience including China, Turkey, Philippines, Mexico, Japan and Australia
- Proficient in Microsoft Office (PowerPoint, Excel), Adobe Creative Suite (Photoshop, Illustrator), Garment Designer
- Specializing in Image Brand Management, Color Theory, Content Management, Creative Directing, Editing, Event Management, Fashion Forecasting, Fashion Styling, Inventory Management, Merchandising, Trend Forecasting and Analysis

### EXPERIENCE

#### Wardrobe PA for Hawaii Five-O

- Pulled outfits for Background and Stunts
- Organized returns for both local retail shops and costume warehouses
- Managed and Coded P-Card purchases for all department's cards in Entertainment Partners' Virtual Production Office
- Aged and teched various garments, accessories and shoes
- Assisted in buying
- Maintained and organized clothing with various Studio Service Accounts
- Assisted in organization and prep for character fittings
- Organized and Managed Stock and Clothing Inventory

#### Visual Merchandiser for Charlotte Russe

- Worked closely with Charlotte Russe's Corporate Office and aided in styling for various collections featured as corporate's examples in Visual Store Directory which was used by the other 145 stores
- Tasks include heavy time management skills to work within short time lines to refresh new products and collections for high volume sales
- Managing small groups of people on visual daily goals for corporate walk through
- Designing backlit and window display layouts promoting the newest products on a consistent basis

#### President of Sigma Iota Epsilon

- Tasks emphasized organization, management and leadership skills
- Tasks include developing new membership within the campus and ongoing networking opportunities of Sigma alumni
- Planning guest speakers, tours, seminars and events

### Designer for Music Accessories & Lifestyle Line Strapped

- Showcased company at the prestigious NAMM show in Anaheim 2008
- Worked with both International Distributors, Wholesalers and Vendors as well as Domestic
- Designs and production developed in the Tijuana, Mexico area
- Developed and maintained relationships with manufacturers
- Closely working and communicating with manufacturers on a weekly basis to ensure proper quality control and timely production techniques

### Contributing Editor for Indie Music Magazine *The Farm*

- Wrote D.I.Y. article on making guitar straps from everyday items in closet
- Featured kick off promotion in Anniversary Issue of Rolling Stone

### Marketing Intern for Fashion Company Thread Show

- Developed and maintained database of up-and-coming indie designers while nurturing relationships with current designers
- Promoting new shows with marketing campaigns centered on use of viral announcements and social networking sites
- Collecting potential vendor relationship information and securing new promotional opportunities

### Creative Services Intern with San Diego CW Station

- Helped in researching potential interviewees for the daily show and by accommodating the show guests
- Produced and edited movie promotional spots as part of marketing campaign
- Worked closely with non-profit companies, local media and community to encourage a higher recognition and activity with the show

### Freelance Design and Marketing Consultant for Clothing Lines

- Aided in graphic designs, collection concepts and marketing promotion for various clothing lines including *Sweetie Cakes Fashions*, *DaHui Women's Clothing* Surf Wear and Hawaiian punk band Knumbskull's Reunion Tour Merchandise

### Interior Layout and Visuals Assistant with American Apparel

- Aided in layout of several American Apparels in the San Diego area.
- Kept all interior visuals, graphics, fonts, signage consistent with corporate brand and image.

### Apprenticed with Architect Paolo Soleri at Arcosanti

- Construction Management Intern with Urban Planning emphasis
- Learned, developed and incorporated architect's design aesthetic

### Owner of Clothing Line Karma-Apple

- Created successful site and online business with various clothing and accessories that I designed and manufactured
- Sold products both through local boutiques and web-site
- Received national recognition through Cosmo Girl Magazine as *Entrepreneur of the Month*
- Acknowledged by various other media including, Detroit's FOX2 Morning Show, TROY ECCENTRIC, DETROIT FREE PRESS, ALBUQUERQUE TRIBUNE and various online 'zines

## EDUCATION

B.S in International Business with an emphasis on Marketing from Alliant International University in Spring of 2009  
Associates in Fashion Design and Merchandising from Mesa College in Spring 2010