

ALICIA MOTLEY

PERSONAL PROFILE

My name is Alicia Motley, I am a grad student at The University of Greenwich with a focus in Strategic Marketing Communications. I am a recent SCAD Alumna (The Savannah College of Art & Design 2020). I received my B.F.A Fashion Marketing and Management. I long to pursue the contemporary issues of fashion so that the industry will become more sustainable, forward thinking, and fair.

ACHIEVEMENTS

- SCAD A La Mode, Vice President, 2019
- CFashionista Member, 2019
- Dean's List 2016-Present
- SCAD Lacoste, 2018
- FSF Scholarship Candidate

GET IN TOUCH

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WORK HISTORY

Pangaia, Brand Research December 2020

At Pangaia I will be analyzing and interpreting data to identify patterns and solutions. I will weekly, writing detailed reports and presenting results. Assisting my manager in advising clients or senior management on how to best use research findings with using statistical software to manage and organize information. Monitoring the progress of research projects, and preparing briefs. Evaluating past performance of a product or service's sales while assessing future trends.

Trust In Us Cleaning, Personal Assistant June 2020-August 2020

Acting as a first point of contact: dealing with correspondence and phone calls managing diaries and organizing meetings and appointments. I often control access to the manager/executive booking and arranging travel, transport and accommodation organizing events and conferences reminding the manager/executive of important tasks and deadlines. I compile and prepare reports, presentations and correspondence. I manage databases and filing systems implementing and maintaining the proper procedures.

Glossier, Offline Editor February 2020-April 2020

Be a Glossier expert; share product knowledge and personal testimony while facilitating an experience that is curated to each customer, while organizing and maintain the flow of customer traffic inside and outside the store to ensure a well-coordinated operation.

F&W Style, Social Media Intern October 2019- February 2020

I've participated in campaigns on social media platforms. Managed social media planning for execution of marketing strategies and community management, while implementing marketing and promotion tactics. I also monitored the online presence of the company's brand and engage with users, strengthening customer relationships.

Anthropologie, Sales Associate March 2019-January 2020

The skills I've maintained in retail were customer connection, people and development, leadership, knowledge of trend and supports brand messaging, and understanding of how merchant skills impact business and the customer experience.

Dresser, Saks Fifth Av Carolina Herrera Show December 2018

Conferred with fashion designers to determine what looks they want their models and actors to present. I continued to make notes of specifics regarding clothes and accessories for each model, and inquire into the finishing look that is required, and look through provided clothes for each event, and their accessories to ensure that the "look" suits assigned models.

Dresser, SCAD Fashion Show February-March 2018

I assisted models in quickly changing between shots and appearances to ensure that timelines are met while maintaining a working environment that is safe focusing on the safety and well-being of models and other crew members. Lastly, I created and maintain logs and records of all costumes, clothes, shoes, and accessories used during particular events.

Fulfillment, Bloomingdales, October 2017- March 2018

I have prepared and packed merchandise for shipment (remove sensors, wrap merchandise according to Wrap & Pack Standards, create shipment label). Searched and picked merchandise from selling floor and stock rooms for Pick Up in Store orders Prepare orders for Customer Pickup (remove sensors, bag merchandise, bring to store determined stockroom)

ACADEMIC BACKGROUND

University of Greenwich, London, UK
Strategic Marketing Communications, 2020-2021

Savannah College of Art and Design 2016-2020

Fashion Marketing & Management 2016

- Anticipated Graduation May 2020
- Dean's Lister, 2016 to 2020
- Assists with organizing SCAD La Mode

SCAD Lacoste, Summer 2018
Summer Program June-August 2018

SKILLS & INTERESTS

- | | |
|--------------------------|--------------------------|
| • Adobe Cloud | • Digital Media |
| • Color Theory | • Creative Briefs |
| • Textile Knowledge | • Brand Development |
| • Data Analytics | • Problem Solving |
| • Writing | • Team work |
| • Mood Board Development | • Strategic Planning |
| • Research | • Customer Service |
| • E-commerce | • Skilled-Multitasker |
| • Microsoft Office | • CAD/CAM Software |
| • Project Planning | Languages |
| • Logistics | • English (Primary) |
| • Product Development | • Spanish (Intermediate) |
| | • French (Beginner) |