

Malaika J. Franklin

571-555-2255 | Malaika.Franklin@nomail.com
[My Portfolio](#) | [LinkedIn](#) | Springfield, Virginia

Fashion Stylist | Photoshoot Stylist | Assistant Designer

I love helping people express themselves through clothing, so they feel more confident. My styling inspirations are diversity, deconstruction, and sustainability – with a focus on balancing unity with contrast. – Malaika

Related Skills & Training

Fashion Styling	Fashion Design Principles
Garment Construction	Fashion Retailing
Trend and Fashion Forecasting	Apparel Merchandising
Market Influences on Color, Shape, and Sizing	Fabric Selection and Care

Education

Bachelor's in Fashion Merchandising and Design | 2021

Virginia Tech | Blacksburg, Virginia

- ✦ Dean's List: Three Semesters | GPA: 3.5
- ✦ Member, National Society of Collegiate Scholars

School Projects

Textile Evaluation

- ✦ Studied and tested a variety of textiles for abrasion resistance, tensile strength, reaction to washing, stretch, and fabric finish.

Sustainable Fashion

- ✦ Member of a team that designed a shoe using three types of environmentally friendly materials.
- ✦ Created a fictitious company with a focus on the triple bottom line – people, sustainability, and profit. Developed business proposal, products, pricing, and target customer. Designed marketing strategy and competitive analysis.

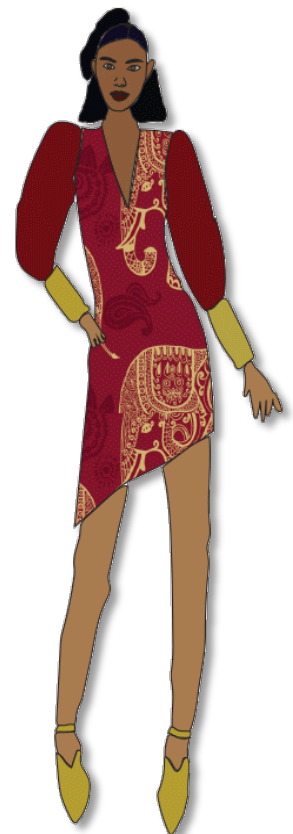
Experience

Free People | Tysons Corner, Virginia

Stylist | 10/2020 – Present

Consult with clients in a fashion advisory role – learning their needs and lifestyle and recommending garments and accessories that pair well with their choices. Stay abreast of trends to style customers with a unique look that reflects their personality.

- ✦ Consistently exceed store's average sales per hour (SPH) by 50%-65%.
- ✦ Recognized for creativity in styling mannequins and for creating eye-catching merchandising displays to sustain runway readiness.



Experience, Continued

Virginia Tech | Blacksburg, Virginia

Historic Collections Management | 9/2020 – 12/2021

Preserved historic clothing by cleaning, organizing, dating, labeling, cataloging, photographing, and digitizing the garments.

- * Styled photo shoots. Photographed and curated photos for the catalog.
- * Created a look for a 1970s working woman as part of the collection.

Virginia Tech | Blacksburg, Virginia

Orientation Team Member | 1/2020 – 8/2020

- * In this leadership role, served on a team that planned and launched the university's *first* virtual orientation program.

Nordstrom | Tysons Corner, Virginia

Salesperson | 1/2019 – 6/2019

Guided customers through the sales process, serving as a one-on-one style consultant in a high-end retail environment. Focused on extensive communication with each customer to build lasting relationships. Created merchandising displays.

- * Top salesperson in the *first week* on the job. Awarded *Salesperson of the Month*.
- * Recognized for consistently exceeding hourly sales goals.



Technical Proficiency

Adobe Creative Suite
Adobe InDesign
Adobe Lightroom
Microsoft PowerPoint

Adobe Photoshop
Adobe Illustrator
Microsoft Excel
SketchUp

Global Outreach & Languages

Traveled with a faith-based group to western Ukraine to support children with disabilities, 7-8/2019.

Speak intermediate Russian. Participated in Russian language fellowship, 12/2018.

Psychedelic Royalty Project



Project Explanation and Strategy

Malaika was referred to me by her father, a client I had worked with over many years. She had just graduated from a bachelor's program in fashion design and was ready to begin her new career. Malaika's delightful personality, combined with the creativity of the project itself, made this résumé a joy to develop!

In order to reflect Malaika's style and talent, I incorporated her own designs into the résumé. The two figures on the right side of each page are from an animated GIF she created for a classroom project. These became my inspiration for the entire résumé. I used the same fabric pattern to create a border along the left side of the document and incorporated the same colors and style throughout the résumé.

Next to Malaika's name, I simulated the look of stitching by using a dotted freeform shape. I added a needle and thread icon to complete the look.

When I interviewed Malaika, I asked her about her design inspirations and about what drew her to a fashion career. I used this information to create a quote and inserted it at the beginning of the résumé. I added a textured "weave" background to the quote to resemble fabric, adjusting the color and transparency to keep the text readable.

Because Malaika was a new grad, I highlighted several of her school projects. However, her retail sales experience proved to be just as vital. For example, she is a fashion advisor to customers, and is praised for her creativity in styling the mannequins. She also has a knack for recommending the perfect accessory to pair with the customer's choices – which led to her outstanding sales record.

At the end of the résumé, I included images from another of Malaika's school projects – "Psychedelic Royalty." I created another version of the needle and thread to divide the images of the garment construction from the finished project.

Malaika loved the résumé, and we used the same branding for her portfolio, LinkedIn banner, and other marketing materials. She feels confident going out into the world with a document that represents her unique style, personality, and talent.