

Dee Joiner

Madison (Dee) Joiner

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Education

The University of Nebraska-Lincoln | Bachelor of Science | May 2024

- Major in Textile, Merchandising, and Fashion Design: Communications
- Cumulative GPA: 3.6
- Fall 2020 Dean's List
- Awarded "Honorable Mention" award for Upcycled Design at Project Funway 2022

Work Experience

Stylist/Associate | Maurices | 11/2019 - Present

- Greet customers with daily sales and discounts to improve their shopping experience
- Part of the POV (Point-Of-View) merchandising team to perform marketing and merchandise alterations for each fashion season
- Established store recycling system in order to reduce store waste
- Temporarily stepped up into Part-Time Key Holder/Manager position from 02/2022-06/2022 and executed responsibilities like opening/closing registers and leading the sales team

Marketing and Retail Specialist | Albany & Avers | 06/2022-Present

- Generate and execute merchandising plans by selecting season-appropriate products to display and sell to customers
- Photograph styled outfits by creating combinations of garments and accessories for promotional social media content

Creative Direction and Wardrobe Stylist | Freelance | 09/2021-12/2021

- Coordinated creative aspects of photo shoots by generating mood boards/concepts and pulling clothes to achieve desired results
- Communicated with modeling agency, models, and photographers to coordinate logistics

Styling Internship | Aya Zacharias | 06/2021 - 08/2021

- Worked directly with Aya Zacharias to build the concept, set, and pull clothing/accessories to use during an editorial photo shoot for Develop Models and Scout Editorial
- Used creative problem-solving skills to adapt and adjust when elements of the session did not go according to plan

Involvement

- Co-founder and Graphic Designer of school organization "Dare To Wear"
- Designed logo and branding to promote the club and associated events
- Create PowerPoints for executive and club meetings to visually communicate new topics

Relevant Skills and Courses

- Product Development 3: I utilized **Adobe** and **Microsoft Suites** to create a mock brand that included a brand brief, logo design, trend research, illustrations, technical flats, spec sheets, and a marketing plan.
- Visual Communication Modules: Completed weekly projects that helped develop skills in areas including **Adobe Premiere Pro**, **HTML/CSS Web Design**, and **DSLR photography**.