Mya Tiger

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# EDUCATION



**Bachelor of Arts in Fashion Merchandising**

Minor: Marketing

University of Memphis, Memphis, TN Expected Graduation Date: May 2024 GPA: 3.35

Deans List, Fall 2022



# FASHION QUALIFICATIONS



**Retailing Software:** Visual Merchandising Software, SmartDraw VP (Visual Processor), Kaledo Software (Weave, Knit, Print)

**Apparel Production Skills:** Pattern Making, Alterations, Sewing

**Adobe:** Photoshop, InDesign, Illustrator

**Microsoft Office:** Word, Excel, PowerPoint

**Social Media:** LinkedIn, HootSuite, Facebook, Twitter, Instagram, Pinterest

**Experience:** Technical/Specifications Package Development, Retail Mathematics, Merchandising Strategy



# APPAREL/SALES EXPERIENCE



**Design Intern***,* Tiger Brands, Memphis, TN

September 2021 - Present

* Created design, watercolor, and computer rendered apparel sketches for a marketing campaign that reached 35 million new followers
* Presented design ideas to a team of 20 professionals at weekly meetings resulting in 10% more

collaborations and effective partnerships

* Developed 50 specification packages to be shipped to the manufacturer for prototype framing that will boost sales by 3% for the second quarter
* Reviewed and inspected prototypes for errors and further design ideas to reduce customer

dissatisfaction and returned merchandise

**Associate (Apparel and Marketing Divisions),** Fashion Imprints, Memphis, TN August 2020 - Present

* Completed 17 wedding dress alterations to publish innovative designs in next month’s issue of The

Bride. This publication reaches over 100,000 new viewers per month resulting in a 45% sales increase

* Redesigned and managed the company’s website and social media platforms to increase exposure, resulting in over a 300% increase in website traffic
* Researched the target market and created promotions and giveaways to 40 new potential buyers that

increased our monthly subscription from 482 to 795



# LEADERSHIP EXPERIENCE



**President***,* Association of Apparel Merchandising and Product Development January 2021 - Present

* Presided at all chapter meetings and introduced guest speakers to general body meetings
* Presented annual reports to the national and regional offices
* Produced an increase of $10,000 in chapter funds by creating an annual fashion show
* Organized a clothing drive that collected over 3,000 items for low-income children