

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