

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
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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