



Kaitlyn Cameron

Hard-working, multi-faceted, and service-minded, soon-to-be Parsons Paris graduate with over three years of proven experience in the luxury fashion and business domains. Skilled in public relations, strategic problem solving, and thrives in fast-paced environments. Looking to support companies in successfully reaching their target audience.



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FREELANCE STYLIST ASSISTANT

Paris, France | October 2022 - Present

- Assisted Max Ortega with Guest in Residence "Varsity Funk" campaign shoot

ELIE SAAB | WHOLESALE INTERN

Paris, France | October 2022

- Assisted SS'23 wholesale appointments
- Maintained showroom to display collection to buyers

GABRIELA HEARST | NEW YORK, NY

PR & Communications Assistant | November 2021-August 2022

- Aligned our press, VIP, and editorial representation with our brand values to reach desired clientele
- Drove sales through VIP relationships and press features
- Increased press exposure and tracked weekly performance
- Successfully dressed various high-profile celebrities, including Scarlett Johansson, Megan Markel, Dr. Biden, and Maude Apatow
- Identified up-and-coming celebrities for press opportunities
- Liaised with Camilla Nickerson and her team to ensure the seamless execution of fashion shows
- Assisted with styling, dressing, and collection preparation for FW22 show and RE23 shoot
- Established relationships with stylists and editors
- Facilitated press materials while adhering to strict timelines

PR Intern | August - November 2021

- Assisted SS'22 fashion show and market week
- Recognized by coworkers for implementing an effective organizational method for sample storage
- Maintained showroom for VIP fittings, appointments, and runway styling
- Tracked sample allocation using Launchmetrics

LAURA ASHLEY - DREAMWEAR | DESIGN INTERN

New York, NY | June - August 2021

- Developed designs within the parameters of factories' capabilities and targeted price points
- Researched trends for textile and garment designs
- Generated detail sheets for manufacturers using File Maker
- Assembled packages to showcase collections to buyers

H&M | SALES ASSOCIATE

Santa Barbara, CA | June - October 2020

- Top performer for loyalty program enrollment
- Recognized for excellence in customer service

THE NEW SCHOOL PARSONS PARIS

BBA Strategic Design and Management Paris, France | 2020 - 2023

- GPA: 3.8 Dean's List
- Elected graduation speaker

Relevant Coursework: Research & Development Methods | Business Models & Entrepreneurial Strategies | Creative Team Dynamics | Information Visualization

Key Projects: Senior Thesis

- Conducted market and ethnographic research to understand customer's needs and identify opportunities
- Gained strong skills in prototyping, UX, and UI design creating a visually appealing and user-friendly website
- Developed scalable solutions helping women find clothing and brands that fit their measurements and body type
- Generated five-year business and financial plans outlining expansion

BAYLOR UNIVERSITY

BBA Apparel Design and Development Minor: Entrepreneurship Waco, TX | 2018 - 2020

- GPA: 3.75 Dean's List
- Sole freshman showcased at Baylor Fashion Show
- Lacrosse team, elected Social Chair

BUTTONED BEARS

<https://www.buttonedbears.com>

- Created and launched a new blog aesthetic including logos, graphics, and interactive social media campaigns
- Key contributor of articles, interviews, photographs

KEY TRAITS

- Adaptable and resilient
- Self-motivated
- Collaborative
- Organized
- Time management
- Problem-solving

COMMUNICATION

- Public Speaking
- IT
- Adobe suite
- Microsoft Office suite
- Launchmetrics/Fashion GPS
- File Maker

Education

Volunteer Experience

Skills

Work Experience