

KARIS BATTLE

CONTACT

✉ karisrbattle@gmail.com

☎ (704) 907 6900

🌐 karisrbattle.com

COMPUTER SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Microsoft Office Suite
Wordpress
Constant Contact
Mailchimp
PC/MAC

LINKEDIN & PORTFOLIO

www.linkedin.com/in/karisrbattle
www.simplykarismatic.wordpress.com

EDUCATION

**MASTERS OF ART:
FASHION JOURNALISM**
Academy of Art

**BACHELOR OF SCIENCE:
GRAPHIC COMMUNICATIONS**
NC A&T State University

**ASSOCIATES OF ART:
FASHION MARKETING**
Art Institute of Charlotte

ABOUT

Mid-senior level experience in styling, marketing and communications, event management, social media and creative direction. In both freelance and corporate setting for print and online. I possess a keen understanding of fashion and market trends, visual composition, copy/editing and writing, and the art of aesthetic presentation with an exceptional eye for detail. I also have a strong creative sense with the ability to incorporate current and new trends that are ever evolving season to season and day to day.

CORE COMPETENCIES

Producing
Team Management
Social Media & Brand Strategy
Content Creation and Strategy
Customer Acquisition
Branded Content Creation/Curation
Creative Direction

Pitching & Writing Content
Special Event Coordination
Media Relations & Press Kits
Project Management
Editorial Calendar Management
Budget Administration
Strategic Messaging

EXPERIENCE

MARKETING MANAGER/EXECUTIVE ASSISTANT

2018 - PRESENT

Global Scholars Academy

Manages the implementation of communications, public relations, and marketing strategies designed to support GSA
Writes and edits the release of information intended for promotion of the school regarding communications, public relations, and marketing issues and directives
Advises, collaborates, and consults with Managing Director regarding communications, public relations, and marketing issues and directives
Writes, implements and monitors progress of school marketing plan
Effectively markets and promotes school programs, activities, special events, facilities, etc. through various methods of distribution
Creates, edits and/or produces brochures, flyers, newsletters, posters and advertisements; coordinates printing when needed
Plans and manages social media usage for marketing and promotion of GSA
Manages distribution of marketing materials into the community
Manages and assists with special events, programs and special projects and logistics
Manages website upkeep and ensures assigned web pages are accurate, timely and complete
Develops policies and procedures related to school marketing and promotion
Develop and edit content for all channels in the marketing ecosystem, including blogs, newsletters, press releases, social media, Mailchimp and others as directed
Maintain an editorial calendar and keep all campaign objectives aligned with client expectations, goals, and schedule
Proofreading and editing various content as needed
Thoroughly researches topics to enhance and substantiate content
Social media management and local citation management
Contributes to the overall development of GSA and creative strategy
Collaborate across departments and to deliver an effective content marketing strategy and editorial plan to meet campaign objectives within a set budget
SEO understanding, content categorization and structure, and content development
Editorial governance so content is consistent with a brand voice, style and tone of GSA
Work closely with campaign Managing Director to receive feedback and modify content as necessary

CREATIVE DIRECTOR & STYLIST

2011 - PRESENT

FLAME

Arrange and organize effective action plans and schedules for creative marketing plan designs and execution
Produce, book, supervise and manage the creative team in both in studio and on location
Analyze and fulfill the client's needs
Maintain budget and monitor purchases and expense records
Provide creative direction on editorial calendars, spreads, e-commerce catalogs, ad campaigns, consultations, look books, TV shows, videos and press events
Research and trends forecasting
Collaborate with the creative team and the art director on final looks and/or products
Develop and maintain relationships with PR and designer showrooms
Coordinate pick-up and returns of samples to showrooms – local and domestic
Coordinating and managing fashion shows and events for large corporations and organizations

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EXPERIENCE

REPORTER/JOURNALIST

2017 - PRESENT

Fashion School Daily

Receiving assignments for stories, evaluating leads and pitching compelling story ideas to editors
Revising and editing work for editorial approval, and collaborating with other reporters, editors, and production staff
Gather information for newsworthy stories through observation, interviews, investigation, and research
Building a network of sources for interviews and develop relationships within the community
Travel to various locations to find current, relevant details about newsworthy events in real-time and after the fact
Attend and report on events such as Fashion Weeks, product/publication launches, panels, etc.
Take notes, photographs, video, or audio recordings to document events and facts
Analyze facts and information and determine the most effective way to tell the story
Write and report stories and updates for use online and in print
Organize details to create the most impactful stories for the given medium
Collecting, verifying and analyzing thoroughly newsworthy information
Assembling findings into a stable story
Writing and delivering fashion news stories with the reader's perspective in mind by a deadline and word count
Abide by journalism's ethics and codes
Contact, interview and research sources
Stay up-to-date with the latest current fashion events by studying publications/news/articles, attending events, etc.

GENERAL MANAGER/MARKETING MANAGER

2016-2017

Bluetique

Contributed to being in the top 3 stores with the highest sales goals consistently
Developed strategic plans to generate business from neighboring business and local market
Oversaw product sales and maintained budget reports

Assigned tasks to associates, staffed projects, tracked progress, and updated, created and executed marketing/PR campaigns, including new product
Planned and execute events and marketing programs producing qualified
Managed team of 8-15 direct reports responsible for on-going product
Planned and execute special events that assist in establishing community and promote locally and via social media
Maintained awareness of market trends in the industry and analyzes/interprets trends to facilitate planning
Managed brand, design, graphics, illustrations and structure, ensuring consistent brand standards across public sites, events displays and collateral
Promoted company locally by communicating with local businesses, social media (Instagram, Snapchat, Twitter, Facebook), journals and community
Handled employment issues such as interviewing/hiring potential employees, conducting training, appraisals and performance reviews
Recognized forthcoming customer initiatives and to keep up with local competitors

VISUAL & MARKETING MANAGER

2014-2015

Hennes & Mauritz

Increased our Season Start Score 20% within 4 months
Promoted to Lead Visual for high volume store in 8 months
Scored 4 out of 4 on window & styling presentation in high volume store consistently at a district level

Managed interior and exterior displays of 21,000-square-foot store, maximizing exposure of key pieces and aligning with corporate visual merchandising guidelines
Aided H&M in achieving volume goals and increased yearly comps in a \$1 million store
Revamped 60% of floor plan and merchandising, by selecting pieces to display together and finding most appealing way to present clothing and accessories in small spaces
Contributed to store and department revenue growth with highest sales multiple months during tenure
Contributed to ranking multiple quarters in the top 3 highest visual presentation scores in the district
Collaborated with management on regular basis to strategize best ways to increase department and overall sales and training
Facilitated sell-off of sale and overstock inventory through attractive displays and markdown strategies
Tracked and maintained inventory levels within corporate guidelines and assisted with cycle counts and tagging of merchandise
Assessed weekly reports in order to fulfill merchandising needs and properly showcase key items
Created monthly floor sets for rollouts, updated stores with merchandising documents and styled mannequin

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EXPERIENCE

Designed in store fixtures, oversaw store renovations, and planned floor layouts in order to exceed goals and sales
Trained 30+ person staff
Designed in store fixtures, oversaw store renovations, and planned floor layouts in order to exceed goals and sales

WEB MARKETING COORDINATOR

2012-2013

Belk Corporate

Contract

Coordinated all interactive campaigns and budget (30+ campaigns a season) and sent media plans, sale and metrics on results
Led market launch of 18 new products. Identified opportunities, collaborated with design team and created campaigns generating \$3.1M in annual sales.
Pulled/recorded/analyzed metrics from gels on category landing pages and maintain Google analytics and geo-targeting
Proofread, wrote and edited images/copy for Facebook, Twitter, Blogs and Pinterest posts, maintaining consistency across multiple projects
Coordinated and copy edited emails and beauty mobile text (4-6 per week for cosmetics, plus trend and corporate emails)
Served as primary copywriter on advertising campaigns for multimillion-dollar accounts and successful product launches
Updated/reviewed beauty & fragrance Gels for homepage and beauty & fragrance page on belk.com
Provided and tested website and email links and ensure landing pages click through was the best customer experience
Completed calendar and brief for any videos apart of email/beauty & fragrance page creative
Coordinated annual Voted Best in Beauty Contest and Facebook Giveaways for beauty & fragrance

EXECUTIVE ASSISTANT/TREND COORDINATOR

Researched and designed weekly and seasonal trend forecast alerts
Approved looks for mailers and national magazines (Vogue, Lucky, InStyle, Seventeen, Garden & Gun)
Styled and accessorized seasonal look books, national magazine ads, bridal book and mailers
Handled all media and public relation requests
Scanned and edited photos to be used in trend forecasts and marketing materials
Responsible for managing/planning special events and marketing projects
Managed all invoices/bills sent to Trend Merchandise office
Managed Belk Fashion Buzz twitter account; created and edited images/copy
Set up/breakdown media rooms for trend presentations
Maintained executive calendar and travel arrangement

EVENT MANAGER/PUBLISHER ASSISTANT

2011-2012

Style Media, LLC

Forecast budget and negotiated pricing to ensure no additional costs are ensued at closeout
Developed budget and developed spending reports
Designed logos and flyers
Managed all back of house for local events and fashion shows
Scheduled and planned local events and managed editorial calendar
Point of contact for sponsors/vendors
Maintained/updated website and online calendar with current posts and events
Assisted with production and execution of events hosted by Charlotte Style Magazine
Promoted events digitally and locally hosted by Charlotte Style Magazine
Assisted with merchandising and styling at photo shoots
Designed spreads for seasonal magazine
Proofread, wrote and edited images/copy for print and website materials
Maintained consistency across multiple projects
Maintained executive calendar