

JASMINE MAKELA



FASHION STYLIST

TORONTO, ON
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EDUCATION

LAURENTIAN UNIVERSITY
2008-2012
BACHELORS DEGREE
In education

HUMBER INSTITUTE OF
TECHNOLOGY AND ADVANCED
LEARNING
2014-2015
POST GRADUATE CERTIFICATE
Fashion Mgmt. & Promotions

MEMBERSHIPS

- Toronto Fashion Incubator (TFI)
- WGSN Fashion Trend Forecasting and Analysis
- Flare Magazine
- Fashion Magazine



Jasmine.makela



jasminemakela



jasmine_makela

CAREER OBJECTIVE

Seeking the position of a stylist in an organization that will enable me to utilize my professional skills and experience towards the growth and development of the organization.

PROFESSIONAL EXPERIENCE

RUNWAY CRUSH | TORONTO, ON | Jan-Mar 2015
Role: MARKETING AND PUBLIC RELATIONS INTERN

- Assist with curating designers.
- Forecast fashion trends.
- Create content for blog and social media.
- Take part in developing online magazines/lookbooks.
- Brainstorm and help execute new marketing strategies.
- Build blogger and media partnerships.

HUMBER COLLEGE | TORONTO, ON | Feb 2015
Role: INTERIOR DÉCOR FOR FASHION COMES HOME ALUMNI EVENT

- Meet weekly with committee members to determine budget and requirements.
- Explore and take measurements on the space to determine logistics.
- Procure materials needed and hire required services.
- Research vendors and purchasing supplies.

HUMBER COLLEGE | TORONTO, ON | Mar 2015
Role: STYLIST FOR DEMURE DOMESTIC DIVA visual window

- Liaising with teams to create design themes and plans.
- Identify and source props, fabrics, decor and lighting.
- Lead and motivate teams to complete display for tight deadline.
- Overseeing the production of the design, checking the quality of the project and making adjustments as needed.

BLACK MONDAYS | SUDBURY, ON | 2011-2013
Role: POP-UP SHOP COORDINATOR

- Original content creation.
- Event planning and promotion.
- Social media coverage (Facebook, Instagram, Blogger, Twitter and Pinterest).
- Sort and alter second hand clothing, accessories and home décor.
- Manage budget, customer relationships, data and inventory.

URBAN PLANET | SUDBURY, ON | 2012-2013
Role: SALES ASSOCIATE & VISUAL MERCHANDISER

- Ensure markdowns are handled and processed in a timely and efficient manner.
- Ensure Visual and marketing changes are effectively implemented.
- Set up visual displays/dress and style mannequins.
- Verify and maintain record on incoming and outgoing shipments, including pricing and censoring of merchandise.

SKILLS



Styling



Social Media



Visual Merchandising



Organizational