

Genevieve Odukomaiya

Designer



Atlanta, GA/ Tampa, FL



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813-600-9838

Education

MBA, Masters of Business Administration **University of Tampa**

2021-present

- Concentration in Entrepreneurship

BFA, Bachelor of Fine Arts **Savannah College of Art & Design**

2017-2021

- Major in Fashion Design
- Minor in Business Management and Entrepreneurship

Skills

- Technical product blueprints
- Digital designing/drawing
- Graphic design
- Sewing
- Content Creation
- Visual Merchandise
- Presentations
- Layouts and Composition
- Time Management
- Problem Solving
- Planning
- Organizing

Applications

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Microsoft Word
- Microsoft Powerpoint
- Microsoft Excel
- Canva
- Clo 3D
- Mailchimp

Awards

Graduate Fashion Week

- One of eight seniors to be featured in London Graduate Fashion Week 2021

National Black Arts Festival

- Finalist fashion designer for National Black Arts Festival 2020

Objective

Entrepreneurial-spirit driven designer with a background in fashion and takes a creative approach to product development and marketing. Passionate about creating and delivering the best customer/client experience. Seeking to join a dynamic team and expand in knowledge and skills.

Work Experience

Freelance Consultant Designer & Seamstress

Sisters of St. Thomas Aquinas | April 2022-present

- Creating design concepts and looks
- Brainstorming and problem solving to design outfits efficiently
- Customizing looks and designs for the staff

Production Development Designer

Ienjoy Home | July 2021-March 2022

- Creating digital, technical product blueprints using Adobe Illustrator, Adobe Photoshop and Adobe Indesign
- Color matching with pantone swatches and colorizing product images with Adobe Photoshop
- Creating and organizing product asset library
- Assisting in product development for main and private lines
- Pattern and print design
- Package designing

Social Media/Marketing Intern

F&W Style | June 2020-October 2020

- Writing blog posts and weekly newsletters
- Creating graphics for social media pages
- Creating virtual lookbooks with shoplook app
- Utilizing mailchimp for email newsletter

Business Operations Intern

Deborah Kents Boutique | June 2019-January 2020

- Unboxing, steaming, and hanging daily shipment of new arrivals
- Filing paper records, organizing, and cleaning store
- Creating graphics
- Content creation for Instagram Page
- Visual merchandising for store displays

Staff Writer and Pinterest Coordinator

Her Campus SCAD Atlanta Chapter | September 2018-May 2019

- Writing weekly lifestyle and fashion articles
- Create and organize content for organization's Pinterest page
- Planning and organizing chapter meetings

Etsy Store Owner

Etsy | November 2015-February 2019

- Selling digital art prints and custom clothing
- Researching SEO and analyzing key search words for optimized customer reach