

# Genevieve Odukomaiya



Atlanta, GA/ Tampa, FL



goduko600@gmail.com



813-600-9838

## Education

### MBA, Masters of Business Administration

University of Tampa

- 2021 - 2023
- 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

- Data entry
- Digital designing & technical sketching
- Graphic design & UX design
- Sewing
- Content Creation & Product marketing
- Visual Merchandise
- Presentations & Spreadsheet creation
- Layouts and Composition
- Minimum Viable Product Creation
- Problem Solving
- Copywriting
- Analysis and business reporting
- Market research

## Applications

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe After Effects
- Adobe Premiere
- Microsoft Word
- Microsoft Powerpoint
- Micorsoft Excel
- Microsoft Teams
- SketchUp
- Business Objctcs
- Retek (Oracle)
- Canva
- Clo 3D
- Mailchimp
- ERP System: SAP
- Flex PLM
- Tableau
- Sharepoint
- Mailchimp
- SPSS

## 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 Blacks Arts Festival 2020

## Work Experience

### Apparel & Beauty Buying/Merchandise Intern

Home Shopping Network (Qurate Retail Group)| September 2022-present

- Responsible for item and purchase order creation, maintenance and monitoring warehouse processing
- Assisting in identifying, developing and negotiating products/price/terms
- Buying and executing new products, concepts, shows and ideas
- Processing product through the quality assurance and claims process
- Communicate with internal teams and our vendor community
- Daily office functions including business reporting and analysis
- Tracking daily, monthly, and quarterly sales and translating into KPI's

### Product Design Associate

Rhonda Shear Enterprise| August 2022-February 2023

- Creating technical illustrations using Adobe Creative Suite applications
- Reviewing PO's
- communicating and strategizing with vendors
- Measuring sample garments and verifying spec measurements
- Analyzing lab dips and testing
- Approving samples and analyzing products for quality assurance process
- Assisting in model fit sessions
- Creating mood, inspiration, and concept boards for upcoming seasons
- Utilizing Flex PLM system to assist in design development and product lifecycle
- Trend research and analysis

### Consultant Designer

Sisters of St. Thomas Aquinas| April 2022-July 2022

- Creating design concepts and looks
- Brainstorming and problem solving to design outfits efficiently
- Customizing looks and designs for the staff
- Creating technical sketches and blueprints of products

### Product Development Technical Designer

lenjoy Home| July 2021-March 2022

- Creating technical product tech packs 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

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Fashion Designer



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## Work Experience

### Business Operations & Marketing Associate

Deborah Kents Boutique | June 2019-January 2020

- Unboxing, steaming, hanging, and recording daily shipment of new arrivals for logistics processing
- Tracking sales
- Filing paper records, organizing, and cleaning store
- Strategizing and planning
- Creating graphics and promoting new arrivals
- Content creation for the brand Instagram page
- Visual merchandising for store displays

### Social Media 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 and custom clothing
- Product development
- Researching SEO and analyzing key search words for optimized customer reach

## Links

- <https://goduko600.wixsite.com/portfolio>
- <https://www.graduatefashionweek.com/search-portfolios/genevieve-odukamaiya>