

Jayla Allen

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Driven and creative fashion merchandising student with a strong passion for luxury fashion and visual merchandising. Seeking to contribute innovative design skills, strong customer service experience, and a deep understanding of branding to a dynamic team. Dedicated to delivering high-quality, immersive shopping experiences and contributing to the brands's continued global success

Education

Clark Atlanta University, Atlanta, GA

Major: Fashion Merchandising Minor: Business Administration

August 2023 - May 2026

G.P.A 3.4/4.0

Relevant Courses Taken Include: Visual Merchandising (CFAS 250), Principals of Fashion Industry (CFAS 210), Textiles (CFAS 230), Wardrobe Styling and Consulting (CFAS 325), Creative Fashion Presentation (CFAS 201)

Professional Experience

Walmart, Eastlake, OH — Front End Cashier

December 2022 - May 2024

- Maintained accurate register totals by carefully counting and securing cash.
- Supported brand initiatives by assisting in the setup of holiday and promotional displays.
- Assisted in maintaining the visual appeal of the front-end area by organizing checkout displays and ensuring promotional materials were effectively presented.
- Conducted regular checks to ensure merchandise displays were neat, organized, and up to brand standards.
- Increased transaction efficiency by 15-20% more transactions per hour.

Agnes Jones Elementary, Atlanta, GA — Teaching Assistant/Tutor

February 2024 - Present

- Collaborated with lead teachers to create cohesive learning setups, supporting a unified theme and educational purpose.
- Created visually engaging learning materials to capture students' attention, supporting effective communication of complex concepts.
- Planned and arranged activities and lesson materials in a way that prioritized accessibility and visual clarity for students.

Lionsgate Studios, Atlanta, GA — Costume Design Intern w/ Lisa Calderon

December 2024-Present

- Collaborated with the costume design team to develop and style wardrobe pieces that aligned with the show's vision and character profiles.
- Managed store runs and returns to source necessary wardrobe pieces and supplies while adhering to budget and timeline constraints.
- Provided on-set support for costume adjustments and maintained wardrobe continuity during filming.

Leadership Experience

Maries Customs — Custom Clothing Business

- Created visually appealing product photographs and social media content, using strategic styling and composition to boost engagement.
- Enhanced customer interactions by curating personalized designs and presentations, reflecting each client's unique style and preferences.
- Managed inventory and organized workspace layout, ensuring a seamless flow from design to final product presentation.

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Skills & Qualifications

- **Customer Engagement:** Experienced in creating inviting spaces that encourage customers to explore products.
- **Branding and Marketing:** Experienced in promoting brand identity through visual storytelling and consistent product presentation.
- **Attention to Detail:** Meticulous in organizing displays, ensuring all elements align with brand standards and visual appeal.
- **Project Management:** Proven ability to handle multiple tasks efficiently, from setup to maintenance of displays.