

Jayla Allen

<https://www.linkedin.com/in/jayla-allen-369416241/>

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 brand's continued global success

Education

Clark Atlanta University, Atlanta, GA

Major: Fashion Merchandising Minor: Business Administration

August 2023 - May 2026

G.P.A 3.6/4.0

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

Professional Experience

Costume Design Intern, Crazy Maple Studios / Lisa Claderon —Atlanta, GA

December 2024 - April 2025

-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.

Marketing & Brand Strategy Intern, GetTheFit.ai, WXTHESTRM, Hot 10 Music Group — Remote/Atlanta, GA

December 2023 - May 2025

-Conducted trend and competitor research to support digital marketing campaigns for fashion and music brands.

-Designed branded content and campaign decks using Canva, supporting influencer outreach and product launches.

-Created and scheduled social media content calendars, improving engagement through curated visual storytelling.

-Assisted with brand activations and artist rollouts by coordinating digital assets and promotional strategies.

Founder & Designer, Maries Customs — Euclid, OH

November 2021 - May 2024

-Designed and styled custom clothing tailored to individual client tastes and current fashion trends.

-Created product visuals and styled content for Instagram and TikTok, increasing brand awareness.

-Managed inventory and coordinated production workflows to streamline custom orders.

-Built strong customer relationships through personalized fashion consultations and timely delivery.

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.

Atlanta, GA 30303

(216) 562-7621

Jayallen11035@gmail.com

Skills & Qualifications

- Fashion Styling
- Visual Merchandising
- Content Creation
- Branding
- Customer Engagement
- Project Management
- Trend Forecasting
- Creative Direction
- Social Media Strategy
- Canva/CapCut
- Marketing Campaign Support