

# ESTELLA J. ARNOLD

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## EDUCATION

### UNIVERSITY OF GEORGIA BACHELOR OF SCIENCE IN FAMILY AND CONSUMER SCIENCES

ATHENS, GEORGIA

- Fashion Merchandising, Emphasis on Brand Management
- June 2024 - May 2026 (Expected)
- Hope Scholarship Recipient

### KENNESAW STATE UNIVERSITY

KENNESAW, GEORGIA

- August 2023 - May 2024
- Core Classes
- Hope Scholarship Recipient

## RELEVANT WORK EXPERIENCE

### FRONT DESK COORDINATOR

Salon 124, Athens, GA (October 2024 - present)

- Managed front desk operations, ensuring a seamless client experience in a high-end salon environment.
- Advised clients on beauty and styling services.
- Tracked and organized product inventory, ensuring accurate stock levels.
- Oversaw cash transactions and daily sales, ensuring accuracy and accountability.
- Entrusted as a key holder, managing opening and closing procedures.

### SALON RECEPTIONIST / SOCIAL MEDIA MANAGER

Salon 124, Monroe, GA (January 2024 - September 2024)

- Styled engaging social media content, enhancing brand visibility and mastering digital marketing.
- Photographed and edited content showcasing services, developing visual storytelling skills for fashion media.
- Interacted with clients both online and in-person, cultivating strong communication and customer engagement skills.
- Scheduled appointments with accuracy and efficiency, showcasing strong coordination skills essential in fast-paced environments.
- Directed promotional campaigns, leveraging trend analysis to attract clientele.

### HIGH SCHOOL INTERNSHIP

Brian Perdue, CEO of Salon 124. AmericasMart, Atlanta, GA (February 1, 2023 - February 3 2023)

- Completed a week-long internship with Brian Perdue, CEO of Salon 124, during senior year of high school.
- Attended the Spring/Summer show at AmericasMart in Atlanta, gaining exposure to the process of buying and selling.
- Observed market trends and industry operations, including vendor meetings and collection curation.
- Engaged with boutique owners to understand branding, retail strategy, and successful business practices.

### SALES ASSOCIATE / VISUAL MERCHANDISER / MODEL

Lily's Southern Boutique, Americus, GA (August 2021 - August 2023, Seasonal: November 2023- January 2025)

- Designed eye-catching visual displays that aligned with seasonal fashion trends and boosted sales.
- Processed both online and in-person transactions efficiently, ensuring a smooth and accurate checkout experience for customers.
- Consulted with customers to provide personalized styling advice, enhancing their shopping experience.
- Assembled stylish mannequin looks to reflect current collections and inspire customer purchases.
- Showcased boutique apparel as an in-house model, reinforcing brand identity and aesthetic.
- Connected with clients to build strong relationships and encourage brand loyalty.
- Advertised new arrivals and exclusive pieces through engaging social media content.
- Monitored inventory levels to maintain stock accuracy and optimize product availability.

## SKILLS

- Social media platform management (Instagram, Facebook, etc.)
- Visual merchandising and display design
- Fashion styling and trend forecasting
- Client relations and customer service management
- Retail sales techniques and strategies
- In-person and online transaction handling

## RELEVANT COURSEWORK

- Trend Analysis and Forecasting
- Retail Planning and Buying
- Management Information Systems
- Creativity in Fashion and the Design Process
- Human Communications
- History of Dress and Fashion
- Fundamentals of Fashion Merchandising