



## EDUCATION

### THE UNIVERSITY OF GEORGIA

2019-2023

BS in Family and Consumer Sciences  
Fashion Merchandising

- Emphasis on Product Development and Design

## INVOLVMENT

### CURO UNDERGRADUATE RESEARCH

- Demonstrated commitment to inclusivity and diversity by creating a gender-neutral and ageless garment tailored for an underserved target market
- Additionally, designed a line sheet featuring other garments in the collection with original print designs.

### ALPHA GAMMA DELTA

#### Vice President of Recruitment

October 2021-December 2022

- Led and coordinated all aspects of the sorority's recruitment process, resulting in welcoming over 115 new members into the sorority.
- Designed and facilitated engaging workshops for current sorority members, equipping them with effective conversation and recruitment strategies.
- Mentored and trained sorority members on active listening, communication skills, and presentation techniques to make a compelling case for potential new members to join.
- Successfully managed a recruitment budget of \$50,000, ensuring strategic allocation of funds to optimize recruitment events and promotional activities.
- Collaborated with videographers and creative teams to produce a captivating recruitment video that effectively showcased the sorority's values, culture, and sisterhood.
- Organized and executed various recruitment events, including open houses, meet-and-greets, and philanthropic activities, attracting a diverse group of potential new members.

### FASHION DESIGN STUDENT ASSOCIATION

- Designed and executed a garment for the Spring 2023 Fashion Show centered around the theme of Blood, Sweat, and Tears.
- Conduct fit corrections to ensure the garment fit the model perfectly.
- Executed show day fitting, hair, and makeup.

# ALYSSA DICKSON

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## DESIGN PORTFOLIO

🌐 [www.alyssamicheledickson.com](http://www.alyssamicheledickson.com)

## EXPERIENCE

### ALICE + OLIVIA

*Sales Supervisor - Seasonal - June 2023-September 2023*

- Demonstrated a strong understanding of the product line and effectively communicated product features and benefits to customers
- Implemented effective sales strategies, result in sales revenue of \$81,000 during first month, exceeding monthly sales goal.
- Developed and maintained strong customer relationships, resulting in a high rate of repeat business and work-of-mouth referrals.
- Collaborated with the sales team to optimize cross-selling and upselling opportunities to increase the average transaction value.

### CHEEKY PEACH

*Senior Stylist and Styling Education Lead | October 2022-June 2023*

- Provide a personal styling experience through 1 on 1 styling sessions.
- Perform weekly try ons for 27,000 followers on the Cheeky Peach Instagram describing the fit and how to style garments.
- Developed a styling training program focusing on product knowledge, getting to know the customer, and running real-life scenarios of customers to get new hires comfortable styling.

*Assistant Manager February 2022-October 2022*

- Manage a team of 10 employees.
- Create color stories for floor set to be visually appealing.
- Assist stylists with how to achieve their weekly styling goals.
- Review and assist with buying by looking through line sheets and attending Atlanta Apparel Markets to bring in new merchandise for the store that is appropriate for our target markets.

*Stylist July 2021-February 2022*

- Interact with an average of 75 customers daily, welcoming them, assisting them, and provide a personalized styling experience.
- Used visual merchandising skills to design and style displays for over 6,000 square feet of space in unique and strategic ways.

### ATLANTA FIRST AGENCY

*Temporary Wholesale Representative | June 2019 - August 2021*

- Participated in Atlanta Apparel Markets
- Improved daily sales goals set by vendors in apparel showrooms
- Helped buyers find the best merchandise for their target market
- Assisted buyers with financial transactions and budgeting solutions
- Exercised aesthetically pleasing visual merchandising
- Participated in set up/break down of vendor booths
- Improved personal selling, negotiation, and networking skills