

AVON DORSEY

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New York, New York

EXECUTIVE SUMMARY

A talented individual with five (+) years of professional, fashion industry experience; writing, editing, styling. Market, television and film production. A trained supervisor, project manager, brand collaborator, event host and fashion show producer. Adept at blogging, media development, social networking, print/online publishing.

EDUCATION

Morgan State University

August 2004 – May 18, 2008

Bachelor of Science Degree in Fashion Merchandising (Baltimore, MD)

- Founder. FAM (Fashion At Morgan), Fashion Design and Merchandising Club; established March 3, 2005.

Fashion Institute of Technology

Credited Coursework: Fashion Merchandising Management Program (New York, NY)

- Fashion Journalist. *W 27* Newspaper.

KEY SKILLS

- Fluent in English, and comprehending of some French and Spanish.
- Proficient in Microsoft Office (Word, PowerPoint, Outlook, Excel, etc.).
- Windows & Mac (PC, laptop, tablet). Celebrity, fashion and lifestyle blogging.
- Capable of website maintenance (utilizing XML, HTML, RSS, and Site Builder programs).
- Efficient in photo editing (Adobe Photoshop, Photo Impression, Microsoft Paint, Image Vue, InDesign, etc.).
- Familiar with celebrity 'red carpet' event production (handling VIP/invitations/credentials/seating/etc.).
- Competent to ship, receive and/or disburse mail packaging (DX, FedEx, UPS, USPS), sending/receiving car service (chauffeured transportation), and budgeting expenses.
- Experience with domestic and international travel; specialized visits to Paris, France, to report on the *Mode à Paris prêt-à-porter* designer collections; also London, England and Berlin, Germany.
- Comfortable with public speaking (large groups), being photographed/videotaped for television & web projects.

ACCOMPLISHMENTS

The National Dean's List

Academic Publication

- Selected and mentioned as one of, "...America's outstanding college students."

International Society of Poets

Silver Award Bowl & Bronze Medal

- Awarded and included amongst the *International Who's Who in Poetry*.

CURRENT PROJECT(S)

STYLE 101: Online Magazine

May 2007 – Present

Founding Editor (New York, NY)

- Responsible for generating revenue; executive decision making; creative ideation; C-level sourcing; partnerships.
- Develop celebrity, fashion and beauty features; produce editorial photo shoots; write and edit copy; conduct interviews; design graphics and HTML; SEO, web-tracking and site traffic performance.
- Social media and digital site management; forecast men's and women's trends; market appointments; attend networking and special events; Fashion Week; record and edit videos; upload daily content.

EDITORIAL EXPERIENCE

Marie Claire (Latin America), Magazine Editorial
Freelance Market Assistant (New York, NY)

October 2013

- Performed market work; sample requests, pulling for center-of-book (well stories), and referenced story boards.
- Assisted the freelance fashion stylist and Fashion Editor; received and cataloged all designer samples.
- Prepared carnets; labeled and packed clothing, shoes and accessories for overseas, trunk shipment.

Glamour, Magazine Editorial
Freelance Fashion Assistant (New York, NY)

August 2013

- Aided the Fashion Editor; arranged and organized looks for a front-of-book ‘work wear’ feature.
- Managed credit shots; pinned and hemmed garments; hauled, unpacked and packed trunks.
- Worked extensively on set; organized clothing racks, steamed garments, fitted and dressed models.

Swagg Life, Magazine Editorial
Contributing Fashion Editor (Baltimore, MD)

December 2008 – February 2009

- Wrote and edited copy for a fashion, advice column titled “The Style Doctor.” Advised male readers on how-to dress and develop a well-groomed appearance for work and leisure.

Bleu, Magazine Editorial
Contributing Style Editor (New York, NY)

June 2008 – September 2008

- Wrote and edited copy for an eight-page feature, titled “The Magnificent 7.” Interviewed several, emerging fashion designers from the New York City area, for the Fall Fashion Issue.

InStyle, Magazine Editorial
Freelance Fashion Stylist (New York, NY)

January 2004

- Assisted the Style Director; scheduled pickups and returns; consolidated racks for accessories and fashion closet; sample trafficking to-and-from the showroom and photo studio; managed credit shots for still-life.

aRUDE, Magazine Editorial
Intern (New York, NY)

February 2001 – January 2002

- Organized office files; handled mail and managed appointments for the editor-in-chief and advertising director.
- Wrote stand-in beauty articles for a column titled “Beauty Mark,” and initiated a fashion column titled “The Buzz” (under the Editor-in-Chief, Iké Udé’s guidance).
- Updated subscriptions; corresponded with high-profile clients; read/responded to company emails and ran errands.

NV, Magazine Editorial
Assistant Style Editor (New York, NY)

September 2000 – February 2001

- Made contacts within the fashion and accessories market; setup showroom appointments with designers and PR firms. Received look books and requested clothing samples for editorial photo shoots; supervised wardrobe options; contacted model agencies, and helped cast models that were featured in the magazine.

Teen People, Magazine Editorial
Freelance Fashion Stylist (New York, NY)

September 2000

- Maintained the fashion closet; consolidated the fashion department’s Rolodex; organized rolling racks; packed and unpacked trunks used for photo-shoots, and returned clothing samples to showrooms.

PRODUCTION EXPERIENCE

NY HEALTH, Television Advertisement
Stylist Assistant (New York, NY)

September 2013

- Worked extensively on set; organized rolling racks, steamed garments, and dressed models and actors.
- Shopped for wardrobe; allocated clothing; maintained and reconciled receipts for end of production.

PRODUCTION EXPERIENCE (*continued...*)

V/H/S 2, Feature Film

Premiere, July 2013

Costume Designer (Frederick, MD)

- Read, analyzed and prepared a script breakdown for wardrobe used in a Haxan Films (POV) project.
- Conducted research; controlled a budget; hired a crew; designed costumes; oversaw heavy continuity.

Under Armour, Television Advertisement

June 2013

Wardrobe Assistant (Baltimore, MD)

- Transported wardrobe via a cube truck; manually altered, sewed, aged, dyed and cleaned garments.
- Facilitated run-throughs and fittings; dressed 100 football players, 10 coaches, 20 cheerleaders; kept continuity.

Madewell, In-Store Event

March 28, 2013

Event Liaison (Baltimore, MD)

- Worked on behalf of fashion blogger, Taliah Ferguson (*Fashion Was Here*), and Madewell; provided technical direction and guidance for a shopping, style-challenge and prescribed fashion show.
- Utilized social networking and consumer engagement to motivate targeted markets and drive sales.

The Challenger, Television Film

Premiere, March 2013

Key Costumer (Washington, DC)

- Received and implemented costume instructions for a second unit, location set, for a *BBC America* movie.
- Handled and addressed the specific wardrobe needs of the film's Academy Award winning star, William Hurt.
- Managed all clothing, shoes and accessories used for the cast; kept continuity based on the first unit's directions.

Discovered, Television Series- Pilot Episode

January 2013 – February 2013

Costume Designer (Baltimore, MD)

- Researched and designed looks for principal cast, featured extras and background actors.
- Worked on set and on location with production teams, to ensure continuity and proper, wardrobe coverage.

The Thunder Thigh Revue, Stage Play

September 27 – 30, 2012

Assistant Stage Manager (Baltimore, MD)

- Responsible for set decoration and props used in a reprise of this award-winning, 'Womb Works' production.
- Coordinated communications between the play's director, Rain Pryor, and two, world-renowned artists/activists/actresses Joyce J. Scott and Kay Lawal-Muhammad; also assisted the stage musicians and backstage crew.
- Monitored the timing of cues (based on the script), and helped to oversee a smooth execution of the production.

Smithsonian, Fashion Show

September 10, 2011

Fashion Show Producer (Washington, DC)

- Arranged and coordinated participants; cast models, and executed a high fashion, runway presentation based on works of art within the *Artists in Dialogue* gallery, for the museum's annual *Community Day*; for the National Museum of African Art.

GET, LLC, Fashion Show

June 2007 – June 2009

Fashion Show Director (Baltimore, MD)

- Combined song/dance/fashion show performances; used theater-style lighting, seating and staging; contracted vendors and choreographed technical aspects of the museum's annual *Hip-Hop Day* and *Freedom Weekend*; partnered with the Reginald F. Lewis Museum of Maryland.

Baltimore Convention Center, Fashion Show

July 28, 2007

Fashion Show Coordinator (Baltimore, MD)

- Orchestrated and managed a team of 50 associates (on and off-stage), for a VIP, celebrity music and fashion showcase; partnered with Milestone Media.

PRODUCTION EXPERIENCE (*continued...*)

ARTSCAPE, Fashion Show

July 23, 2005

Fashion Show Presenter (Baltimore, MD)

- Produced and directed a runway, fashion show for America's largest, free public arts festival in its first installment of *Fashion at Artscape*; for the Baltimore Office of Promotion & the Arts.

Lloyd Boston, Book Publication

October 2003

Freelance Fashion Stylist (New York, NY)

- Unpacked, steamed, prepared and arranged clothing, shoes and accessories that were worn on set, by Mr. Boston, for a book publication photo shoot.

A-Team Stylists, Fashion Group

August 2000 – January 2002

Freelance Fashion Associate (New York, NY)

- Styled clothing used for model, Cynthia Bailey, in a *Colgate Total Plus Whitening* toothpaste commercial for the Colgate-Palmolive Company's (2001) national, print and television advertising campaign.
- Worked backstage at *New York Fashion Week*, and assisted in dressing models for the Marc Buchanan (Pelle Pelle), and Francis Hendy runway shows.

IMG Models, Modeling Agency

February 2001

Freelance Runway Coach (New York, NY)

- Trained a group of the agency's developing models on how to walk for high fashion, straight-runway presentation.

TSE, Fashion Show

September 2000

Freelance Fashion Show Assistant (New York, NY)

- Worked with the in-house public relations team; checked invitations and seating chart, and helped escort guests for Hussein Chalayan's Spring/Summer 2001 collection.

MEDIA APPEARANCES & FEATURES

MTV, Video Music Awards

August 25, 2013

Seat Filler (Brooklyn, NY)

- Invited to attend this annual, red-carpet event (live-television special); corresponded with network executives and celebrities.

WBAL-11 TV, Morning news profile

September 10, 2011

Featured guest (Baltimore, MD)

- Interviewed and represented by this NBC, network affiliate, for the Smithsonian National Museum of African Art; promoted its annual *Community Day* event.

ABC-2 TV, "Good Morning Maryland" news profile

September 8, 2011

Featured guest (Baltimore, MD)

- Interviewed and represented by this ABC, network affiliate, for the Smithsonian National Museum of African Art; promoted its annual *Community Day* event.

The Spokesman, Newspaper- "Campus Life" profile

April 16, 2008

Interviewee (Baltimore, MD)

- Interviewed as the subject of a Front-Page (cover story), for the Morgan State University campus community.

WEAA Radio, Evening news profile

April 30, 2007

Featured guest (Baltimore, MD)

- Interviewed by Morgan State University's NPR station, for the "Listen Up" talk show, hosted by Farajii Muhammad; represented the Reginald F. Lewis Museum of Maryland, and promoted its annual *Hip-Hop Day* celebration.

MEDIA APPEARANCES & FEATURES (*continued...*)

- The Washington Post**, Newspaper- “Style” section **November 1, 2006**
Interviewee (Washington, DC)
- Photographed by the *Escapes* department, and featured in an article titled “Going Out in... Baltimore.”
- The Baltimore Sun**, Newspaper- “Grand Living” special supplement **November 23, 2005**
Interviewee (Baltimore, MD)
- Interviewed for the “Shopping” section, and gave fashion advice to active, lifestyle adults.
- CNN**, Pedestrian commentary **October 2003**
Interviewee (New York, NY)
- Interviewed for a short-segment, street report on the United States economy.
- FUSE TV**, Pedestrian commentary **October 2003**
Interviewee (New York, NY)
- Interviewed for a short-segment, street report on sexual opinions in hip-hop music.
- NY1 TV**, Pedestrian commentary **January 15, 2002**
Interviewee (Brooklyn, NY)
- Interviewed for a short-segment, street report on Dr. Martin Luther King, Jr.’s legacy and the New York City, mayoral election.
- MTV**, News *Docs*- “So 5 Minutes Ago” **February 11, 2001**
Interviewee (New York, NY)
- Interviewed for a short-segment, street report on New York City’s *Fashion Week* trends.
- MTV**, Video Music Awards **September 7, 2000**
Casted Audience (New York, NY)
- Invited to attend this annual, red-carpet event (live-television special); corresponded with network executives and celebrities, as a member of the Model Pit (stage section).
- BET**, *Heart & Soul*- “Weekend Magazine” profile **June 2000**
Featured guest (Baltimore, MD)
- Featured as a fashion assistant; helped dress male and female models for the taping of a store visit to Llewellyn Boutique.
- VH1 | VOGUE**, Fashion Awards **December 5, 1999**
Casted Audience (New York, NY)
- Invited to attend this annual, red-carpet event (live-television special); corresponded with network executives and celebrities, as a member of the Model Pit (stage section).

PRESENTATIONS

- Morgan State University**, “Dress for Success” **April 9, 2009**
Communications Seminar (Baltimore, MD)
- Presented the original topic, *How-to Refine One’s Wardrobe and Distinguish Between Business, Casual and Formal Wear*, for the school’s Telecommunication program’s annual, open house.

RECOGNITION & ACKNOWLEDGEMENT(S)

City of Baltimore

August 18, 2007

Certificate of Recognition (Baltimore, MD)

- Congratulated by the Mayor and citizens of Baltimore City, for having produced a successful, fashion show & charity benefit that was dedicated to Baltimore's youth and community.

***Black Enterprise*, Magazine**

December 11, 2006

Letter of response (New York, NY)

- Commended by Earl G. Graves, Sr., on my scholastic and entrepreneurial accomplishments.

NAACP

June 16, 2004

Letter of response (Baltimore, MD)

- Thanked by Kweisi Mfume, for having an interest in the organization; he extended well wishes for the future.

***VOGUE*, Magazine**

February 21, 2001

Letter of response (New York, NY)

- Thanked by Anna Wintour, for sending a clip of my newspaper writing; she extended well wishes for the future.