

ALLY WHAPLES

FASHION MARKETER | FIBER ARTIST | SUSTAINABLE INNOVATOR

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EDUCATION

B.F.A. in Fashion Marketing and Management	2021-2025
Savannah College of Art and Design (SCAD) - Savannah, GA	3.88 GPA

ACADEMIC ACCOMPLISHMENTS

• Dean's List	2021-2025
• "It's my Party" video nominated for Clio Awards	2025

SKILLS

Professional: Teamwork, Organized, Adaptable, Problem-solver, Customer Service, Communication, Collaborative, Creative, Freelance, Motivated, Aware, and Intuitive.

Industry: Photoshop, After Effects, Premiere Pro, Illustrator, InDesign, and Procreate.

Creative: Design, Storytelling, Creative Direction, Painting, Illustration, Pattern Development, Stop Motion, Motion Graphics, Machine/Hand Sewing, Embroidery, Upcycling, and Crochet.

PROFESSIONAL EXPERIENCE

Merchandise Lead, American Eagle Outfitters	August 2023 - January 2025
Savannah, GA	

- Supported the Merchandise Leader, by assisting in managing all visual directives, and mapping arrangements.
- Executing manager duties, including responsibility for achieving sales and training, evaluating, and encouraging brand ambassadors to set daily goals towards tasks.
- Assembled and organized product displays according to company standards and specifications with appropriate signage for merchandise.
- Performed regular price checks on products throughout the store location by placing pricing, signage and descriptive marketing to maximize presentation and drive sales.

Senior Brand Ambassador, American Eagle Outfitters	April 2023 - August 2023

- Increasing responsibilities and the ability to override transactions.
- Maintained merchandise to keep the location presentable and easy to navigate.

Brand Ambassador, American Eagle Outfitters	January 2023 - April 2023

- Provided all customers with a seamless shopping experience by representing company values and building brand loyalty.

ACADEMIC EXPERIENCE

It's My Party Mock Moschino Video Editorial	Savannah, GA
Creative Director, Producer, Stylist, Production Design	

- Collaborated with a team to produce a mock fashion film and editorial for Moschino, honoring the Fall/Winter 2020 collection titled 'Let Them Wear Cake!'
- Developed the Moschino Cake Editorial Magazine, and assisted in the creation of key design elements.