

Tara Alexander

PERSONAL WARDROBE STYLIST



Highly talented and creative fashion professional with more than 5 years of experience in personal wardrobe styling. Verifiable track record of collaborating effectively with photographers and graphic designers to produce high-quality images for online look books, marketing campaigns, social media platforms, and eCommerce sites. Dedicated, diligent with a strong work ethic, and attention to detail.



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Columbus, Ohio



www.style-mastery.com

EXPERTISE

Wardrobe Styling

Personal Shopping

Photo Shoots

Teamwork

Time Management

Cross Functional Partnerships

Strong Verbal Communication

EXPERIENCE

Style Mastery by T. Alexander – Columbus, OH

01/2013 - Present

Personal Wardrobe Stylist

Consults with clients on discovering their personal style by leveraging color and unique aesthetics. Assess client's needs and style goals while developing individualized plans based on their lifestyle and aspirations. Develops strategic plans prior to shopping with proper attention to a personal budget, specific shopping list, and stores to create a functional and stylish wardrobe. Partners with photographers, hairstylists, and make-up artists to develop styling directives for photoshoots. Styles figure models for editorial photo shoots, blogs, and social media campaigns.

Hugo Boss – Columbus, OH

09/2017 – 11/2017

Sales & Style Advisor

Utilized effective communication skills to deliver exceptional customer service to ensure client retention. Developed and maintained relationships with existing customers while building a new client base. Offered product recommendations, wardrobe styling and consultation.

DSW Inc. – Columbus, OH

03/2011 – 09/2017

Senior Photo Stylist

Partnered with Marketing team to develop styling directives for photo shoots. Held critical role in ensuring brand messages and styling details were clearly communicated and executed for all body, product and flat photography, and accessories across 200+ brands. Acknowledged for leveraging strong and creative experience capturing key product features through styling, lighting and photographing over 100+ footwear samples weekly for DSW.com, social media platforms, magazines, and fashion blogs. Core member of team that developed the Summer and Fall Look Book to display current trends - garnering high recognition throughout the company.

VOLUNTEER

Dress for Success – Columbus, OH

09/2019 – Present

Personal Stylist

Volunteers twice a week assessing female client's needs and style goals while developing individualized plans based on their career aspirations. Works one-on-one with clients in selecting professional and personal attire; and creates a curated wardrobe. Ensures clients feel confident by providing support and encouragement as they prepare to enter the workforce.