

EMMALEE ALLBRITTON

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[LinkedIn](#) | [Personal Website](#)

EDUCATION

Bachelor of Fine Arts, Fashion Marketing and Management

Expected Graduation: March 2026

Savannah College of Art and Design (SCAD)

Atlanta, Georgia

4.0 GPA

Dean's List 2022 - Current

Summa Cum Laude

WORK EXPERIENCE

Coach

New York, NY

Wholesale Intern | June 2025 - August 2025

- Analyzed trend and competitive data to support cross-functional strategy discussions
- Maintained ATS and PO logs to improve order accuracy and identified reorder opportunities for key accounts
- Managed sample tracking, increasing operational accuracy
- Collaborated cross-functionally with sales, shipping, marketing, and account management to align order management and financial projections

Kate Hundley

Atlanta, GA

Social Media Planner Intern | May 2025 - June 2025

- Drove 20% increase in Instagram engagement through improved posting cadence, reusable content templates, and audience segmentation.
- Developed and executed a data-driven social media strategy through competitive benchmarking
- Content calendar planning and Instagram and TikTok optimization using Later Social

Levi Strauss & Co.

Fort Worth, TX

Stylist | June 2023 - December 2024

- Leveraged brand heritage knowledge to elevate client experience and increase conversion
- Executed visual merchandising standards and floor replenishment, and exceeded sales goals through personalized styling recommendations
- Strengthened brand loyalty through clienteling and relationship-building

Banana Republic

Southlake, TX

Daily Operations Manager | August 2021 - September 2022

- Led daily store operations and enforced SOP compliance standards. Oversaw POS systems, in-store technology, and tailoring workflows
- Managed store supplies and operational logistics
- Recruited, trained, and developed associate teams
- Completed specialized training in visual merchandising and product operations

DFC HQ (Dancing for a Cause)

Plano, TX

Substitute Dance Instructor | January 2018 - January 2019

- Substitute dance teacher for a non-profit organization. Hosted weekly hip hop classes varying in age group, dance style, and difficulty level. Primarily instructing the ages of 8-13 and adults.
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AWARDS AND RECOGNITIONS

Fashion Scholarship Fund (FSF) – Two-Time Scholarship Recipient (Dec 2024, Dec 2025)

Recognized for academic excellence and leadership in fashion

FSF Case Study: *Intersection of Digital Technology and Fashion* – Developed a digital technology-driven marketing strategy for Prada to strengthen engagement across the marketing funnel

WEISSMAN x FSF Case Study: *Fashion Crosses Industries* – Proposed “Live Your Style” campaign for Levi Strauss & Co. x Red Bull Dance, integrating experiential marketing and global street dance culture

SKILLS

Industry Skills: Retail Buying & Planning, Retail Math, Visual Merchandising, Market & Consumer Research, Trend Analysis & Forecasting, Creative Direction, Product Operations, Wholesale Order Management

Professional Skills: Cross-Functional Collaboration, Data Analysis & Reporting, Strategic Marketing Planning, Team Leadership & Training, Clienteling & Relationship Building, Operational Management

Certifications: Adobe Photoshop, Adobe XD, Microsoft Excel, Microsoft PowerPoint, Microsoft Word, Microsoft Outlook, Later Social, TechPacker, Canva