

# Mary Melissa Johnson

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## EXPERIENCE

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### CREATIVE DIRECTOR & MERCHANDISING MANAGER (Contract)

EcoHome Atlanta | Atlanta, GA | Sep 2017 - Mar 2018

Cultivated and implemented the brand identity for the luxury gift boutique, while managing the daily business of the brick & mortar and e-commerce site.

- Designed and managed a Holiday Pop-up under a tight deadline for a 400% increase in sales during a 3-month period.
- Analyzed market and consumer trends to formulate buying plans with a 25K open-to-buy, while responsible for replenishment and pricing for 250K inventory.
- Oversaw full site renovation and redesign of new location including designed floor sets, signage and visual displays.

### BRAND DIRECTOR (Contract)

Oka-B Division, Okabashi Brands | Buford, GA | Feb 2017 - Sep 2017

Responsible for the strategic direction and design for the Oka-B division of Okabashi Brands.

- Interpreted trends and market research to design and develop three seasonal shoe and accessory collections.
- Provided art direction and supervised logistics for all photo shoots and productions, including B2B and B2C events.
- Oversaw art direction for social media, e-mail campaigns, website and revamped the influencer program.

### ADJUNCT INSTRUCTOR, FASHION DEPARTMENT

Art Institute of Charleston, EDMC | Charleston, SC | Aug 2011 - Mar 2017

Maximized the learning environment by providing quality instruction to students through a well-developed instruction on a variety of course specializing in fashion and retail industry.

- Cultivated relationships with a variety of local business and charities to help develop opportunities for industry partnerships.
- Organized and supervised the Ai of Charleston Style Lounge Booth for Charleston Fashion Week 2012 and 2013.
- Worked with Program Coordinator to develop the Senior Fashion Show 2016.

### STRATEGIC BRAND CONSULTANT

Creative Rebel Agency | Georgia and South Carolina | Apr 2011- Present

Leverage broad industry experience and intuitive understanding of consumer behavior and culture to help clients identify needs and customize creative solutions to help reach their goals.

- Style and coordinate various aspects of editorial and commercial photo shoots including creative direction, model fittings, location scouting and vendor negotiation.
- Manage events and fashion show productions with various budgets ranging from \$500 - \$50K.

**Clients include:** Charleston Hospitality Group, Savannah College of Art and Design, Tout Models, Lowcountry Aids Services, Leesburg PR, Paprika Southern, and Farm 2 Face Beauty.

## EDUCATION

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### Masters of Arts, Luxury and Fashion Management

Savannah College of Art and Design, (SCAD).  
Educator Fellowship Recipient

### Bachelor of Fine Arts, Dual Degrees, Art Education and Crafts

Virginia Commonwealth University.

## EVENTS

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### Trunk Show Series

EcoHome Atlanta, Feb 2018 - Mar 2018

Responsible for securing vendors to be featured at the monthly event.

### Holiday Shoppe Boutique

EcoHome Atlanta, Nov 2017

Designed booth layout and responsible for the visuals on limited budget and time frame.

### Charleston Fashion Week - Style Lounge

Oka-B, Mar 2017

Oversaw all preparations for the booth including selecting assistants and booth layout.

### White Haute Nights Series

Charleston Hospitality Group, Oct 2014 - Jan 2015

Coordinated the weekly fashion event for Tabbuli Restaurant including selecting vendors, supervising fittings and wardrobe styling.

### DigSouth Conference

DigSouth, Apr 2013

Worked with Marketing Director to monitor press and help with other PR/Marketing issues.

### SCAD Fashion Show

Savannah College of Art and Design, 2009-2011

Responsible for the backstage area and all garments. Worked with stylist to make sure all looks were together.

## PUBLICATIONS

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### Nyssa's Nods TV Segment, ATL&Co

Nov 2017 and Apr 2018

Prop Styling

### Paprika Southern Magazine

Sep 2013, Holiday Issue 2013 and Mar 2015

Styling

### Whimsical Wonderland Wedding

Oct 2011, Mar 2012, and Jun 2012

Creative Direction and Styling

## STRENGTHS

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Creative Direction	Event Logistics
Art Direction	Content Creation
Brand Management	Trend/Market Analysis
Visual Merchandising	Social Media Marketing
Styling	Product Development

## SKILLS

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### Graphic Design

Photoshop	InDesign	Sketchup	Acrobat
Illustrator	Lightroom	Canva	

### Word Processing & Desktop Publications

Word	Outlook	Pages	Numbers
Excel	Powerpoint	Keynote	Prezi

### Digital & Social Media

Facebook	Pinterest	Squarespace	Wix
Instagram	Twitter	WordPress	Shopify

### Others

Hootsuite	Kaledo	Asana
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