

# André Edwards

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## EDUCATION

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### APPALACHIAN STATE UNIVERSITY

Boone, NC

Bachelor of Science

Fall 2023 Graduate

Major in Apparel Design and Merchandising; Minor in Digital Marketing

Cumulative GPA: 3.24/4.0; Dean's List: Fall 2022, Spring 2023

Relevant Coursework: Apparel & Consumer Behavior, Consumer Textiles, Fashion Buying & Retail Math, Merchandising Management, Styling for the Apparel Industry, Sustainability in the Apparel Industry, Visual Merchandising

## WORK EXPERIENCE

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### FIZZ ED FAMILY BAR

Boone, NC

Server

Nov 2023 – Aug 2024

- Memorized a list of brunch and dinner items and various drink specials for each shift
- Responsible for taking orders and making sure they were correct before bringing them to the customer
- Processing payments on digital systems and handling cash
- Trained new hires to improve bar outcomes and profitability

### ANNA BANANA'S FINE CONSIGNMENT

Boone, NC

Digital Marketer, Sales Associate, Visual Merchandiser, Upcycler/Mender

Sep 2020 – Dec 2023

- Drove sales through the engagement of customers, suggestive selling, and sharing product knowledge
- Contributed to marketing strategy by leveraging social media to identify and acquire customers
- Conceptualized and developed innovative designs by repurposing discarded items into new, functional products
- Integrated upcycling techniques into mending projects by creatively repurposing materials to enhance repaired items

## UNIVERSITY PROJECTS

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### WOMEN IN MOTION FASHION SHOW

Aug 2022, '23

Stage Manager and Model Coach

- Managed communications between businesses for garment sourcing and planned runway outfits
- Runway coached models and carried out backstage duties and responsibilities

### DESIGN CAMP

July 2022, '23

Camp Counselor

- Led design-based classes and offered creative guidance to high school students
- Oversaw 60 students and ensured safety for the duration of the camp

## EXTRACURRICULAR ACTIVITIES

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### SPRING FASHION SHOWCASE

Boone, NC

Student Director

Spring Semester 2023

- Managed email communications between the director and students to ensure a smooth event
- Organized information and responsibilities relating to each committee

### ADM DEPARTMENT SOCIAL MEDIA

Boone, NC

Instagram Chair

Fall Semester 2022

- Founded first ever overall department Instagram to share important information and display student work
- Planned social media content for each week relating to the specific department

## ADDITIONAL

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**Skills:** Ability to Visualize, Attention to Detail, Browzwear, CAD, Fabric Knowledge, Hand/Machine Sewing, Illustration, Leadership, Pattern Making, Persistence, Project Management, Styling Knowledge, Time Management, Fashion Design

**Awards:** 2022 - Appalachian State University - Showcase 2022 Independent Design Pre-show Award, 2nd Place Denim Design Preshow Award

2023 - Appalachian State University - Showcase 2023 1st Place Award, Showcase 2023 Browzwear 3D Design Award