

LANE HAMILTON

(615) 997-5140 • laneghamilton@gmail.com

<https://lanehamilton.wixsite.com/lane-hamilton> • www.linkedin.com/in/lanehamilton

Recent graduate of Belmont University with B.F.A in Fashion Merchandising, actively seeking opportunities in fashion styling, brand creative, marketing, public relations, and product development. Creative in nature, committed to lifelong learning, and dedicated to my passions. Eager to bring significant interest in consumer and fashion psychology to new opportunities. Strong analytical, problem-solving, leadership, communication, and critical thinking skills. See website link above for merchandising and strategic marketing portfolio examples.

EXPERIENCE

Growth Specialist Consultant, Kappa Alpha Theta Headquarters

July 2024 - July 2025

- Provided growth centered consulting services to 16 university chapters/clients focused on increasing membership and streamlined chapter operations. Chapter sizes ranged from 10 - 150+ members.
- Planned and performed on-site support visits to understand and assess current state; reviewed chapter metrics, conducted interviews, observed processes, and identified improvement areas. Partnered with chapter leaders and alumni advisors to create site-specific plans to achieve growth goals in relation to brand standards. Held regular meetings to update plans and review progress.
- Facilitated growth mindset training with an emphasis on consistent brand image/standards, member experience, and significant membership benefits/selling points.
- Assisted in developing moodboards and branding for new chapter establishments.
- Managed multiple projects simultaneously, tracking progress and reporting updates.
- Developed skills in project management, problem-solving, client relations, remote work/travel-based consulting.

Assistant Producer & Executive Assistant, O'More College Fashion Show

Jan 2024 - April 2024

- Conducted various planning initiatives for the Faculty leader, including schedule creation, email correspondence, and creative direction; Assisted with front-of-house management on the evening of the show (show timing, production, and VIP guest relations).
- Led the Marketing team and launched a dedicated Instagram platform, growing the account to 400 followers in three months through strategic content creation and engagement. Assisted in social platform management (Instagram & Email promotion). Conducted in-person marketing initiatives (physical media & community interviews).
- Developed promotional materials and social media campaigns that increased event awareness and attendance.

Styling Intern, Dress for Success - YWCA Nashville & Middle TN

June 2023 - August 2023

- Conducted one on one professional attire styling and confidence coaching sessions.
- Maintained and updated referral partner contact lists to expand client reach and community engagement.
- Developed and presented educational materials on professional attire.
- Coordinated volunteers and managed garment intake and inventory management processes.
- Gained experience in non-profit operations, and trauma-informed care.

Sales and Visual Associate, J.Crew / Madewell, Green Hills Mall (Nashville)

May 2023 - July 2024

- Provided expert product knowledge and personalized styling for retail customers; collaborated with team members to deliver exceptional service and meet sales goals.
- Managed inventory replenishment, merchandising, and online order fulfillment. Created engaging in-store displays to enhance the shopping experience.

Intern, Tiffany Gifford Celebrity Styling

May 2021 - July 2021

- Managed inventory and organized garments/samples for celebrity styling sessions for a variety of projects (music videos, concert tours, award shows).
- Provided hands-on support to the lead stylist and celebrity clients; gained experience in high-profile wardrobe selection and fashion coordination.

Stylist & Sales Associate, Molly Green Boutique

May 2019 - January 2023

- Interacted with retail customers, identified and consulted on fashion interests, finalized sales.
- Replenished inventory, received and documented shipments, dressed mannequins, placed product on the floor, and participated in social media content creation.

EDUCATION

Belmont University - O'More College of Architecture and Design

2020 - 2024

Bachelor of Fine Arts in Fashion Merchandising; *Summa Cum Laude, Dean's List (8 semesters)*

- *Industry skills and multiple project examples:* industry/brand research, merchandise planning, visual merchandising, visioning/storyboarding, forecasting, marketing, event management, retail management, retail math, tech pack development.
- *Fashion design skills and multiple project examples:* fashion illustration, textiles, flat pattern design/clothing construction, technical design, apparel manufacturing, technical flat illustration.
- *Proficiency in:* Adobe Illustrator, Microsoft Office Suite (Excel), Canva, Salesforce, Microsoft Teams
- *Extracurriculars:* National Retail Federation Student Association, Sustainable Fashion Initiative, Kappa Alpha Theta Fraternity (New Member Director), University Admissions Services (Campus Tour Guide), Student Orientation Services, Alpha Chi Honor Society