



KASHA REAVIS

w. kashareavis.com
e. kashareavis@gmail.com
p. 571.241.4743

EXPERIENCE

MACY'S - VISUAL MERCHANDISER | MANNEQUIN STYLIST

New York, NY | January 2015 – Present
Arlington, VA | August 2013 – January 2015

- Style mannequins and bust forms based on current trends
- Constantly update and refresh mannequins to reflect the current trends
- Maintain vendor relationships while enforcing iconic brand identity
- Create vinyl signage for displays to call out vendor names
- Assisted with opening the juniors floor

BEYUETIFUL.COM - E-COMMERCE STYLIST

Bethesda, MD | June 2014 – January 2015

- Prepared merchandise for all ecommerce photography
- Booked talent for both catalog and look book photo shoots
- Worked closely with hair and make-up to ensure consistency throughout brand imagery
- Cared for samples throughout the photo process maintaining packaging, sku tags; apparel tags, cleaning make-up stains and noting any damage
- Maintained set with photographer to organize workload in order to meet daily expectations and deadlines and to maximize efficiency

AMERICAN GIRL - VISUAL MERCHANDISER

McLean, VA | April 2011 - August 2013

- Executed retail merchandising by creating display of dolls and accessories
- Created and managed plan-o-grams for entire store
- Lead new product launch
- Maintained day-to-day aspects of merchandising standards

IHI MODELING AGENCY - PHOTO SHOOT COORDINATOR | STYLIST

Germantown, MD | October 2011 - July 2012

- Gathered information related to photo shoot concepts to create theme and inspiration boards
- Coordinated dates, times, wardrobe, and photo shoot locations
- Worked closely with hair and make-up to ensure consistency of photo story
- Maintained set with photographer and beauty team to organize workload for the day

FREELANCE

FREELANCE FASHION STYLIST | FASHION ASSISTANT

- Laurel Dewitt – Fashion Assistant, Fashion Shows
- 4Seasons Style Management – Fashion Assistant, Fashion Editorial
- Intent Entertainment – Freelance Fashion Stylist
- Chen Burkett New York – Freelance Fashion Stylist, Campaign Photo Shoots
- Macy's – Freelance Fashion Stylist, Lingerie Collateral (special project)

EDUCATION

The Art Institute of Washington June 2012

Bachelor of Arts in Fashion and Retail Management

Parsons x Teen Vogue June 2016

Certificate in Fashion Industry Essentials

International Style Institute June 2016

Certificate