

# ShaKayla Eaddy

ShaKayla is a multifaceted creative with a background in fashion that has continued to grow overtime with no signs of stopping. ShaKayla adapts easily to new environments, is a team player and works hard to accomplish any goal set in front of her.

## Work Experience

### Freelance Wardrobe Stylist

2016- Present

Providing wardrobe styling services to clients for personal use and also head wardrobe for music artists, photoshoots, music video shoots, television appearances, fashion shows and much more overseeing everything from concept to execution.

### Fashion Content Creation

October 2015-Present

Creating relevant fashion content on a daily basis for several different social media platforms, providing fashion advice and inspiration to those that come across my content. More than 60,000 collective views on Instagram reels and over 50,000 views on Tiktok and 23,553 likes

### Creative Direction

2018-Present

Putting together photoshoots start to finish, from conceptualizing to location scouting, modeling casting, wardrobe, hair and makeup artist scouting and photography. Both on editorial and smaller scale projects.

### Costume Design

2018

Costume Design for Paint it Black play two years in a row at Columbia College Chicago

### Girl Goodies Brand LLC

#### Fashion Intern

2017-2018

Assisting with all pop-up shops and fashion shows, keeping track of new inventory as well as assisting to choose new inventory, being at all events to help with set up and during the event

### Fashion Show Production

2015-2017

Creative Directing and assisting with fashion show production for different shows at Columbia College Chicago



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## Education

### **Columbia College Chicago**

Graduated May 2019

Bachelor of Arts degree in Fashion Business and Marketing

## Certifications

### **Cornell University**

*Bank of America Institute for Women's Entrepreneurship at Cornell*

### **Yellowbrick.co**

*Parsons Fashion Business Essentials x WWD*

## Skills and Proficiencies

### **Graphic Design**

Social media graphics, print graphics, marketing materials

### **Video Editing skills**

long and short form content

### **Social Media Marketing + Digital Marketing skills**

### **Microsoft Office + Google Drive**

### **Proficient in Canva and Capcut**

## Relevant Course Work

### **Visual Merchandising: Saks Fifth Avenue**

Weekly Visual Merchandising at Chicago Flagship location and learning the inner works of visual merchandising for a store of their caliber

### **Marketing and Branding for Eataly Chicago**

Creating a new product and marketing roll out for Chicago Eataly location

