

# Zion Gerardi

**Objective:** To expand my business knowledge through client interaction and working with professionals.

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## FREELANCE EXPERIENCE

- Manufacture and online sale of original clothing.
- Create menswear designs.
- Venue merchandise sales.
- Develop and maintain relationships with stockists.
- Acquired and sold limited edition accessories and sneakers to clients globally.
- Product development and sample making
- T-shirt graphics for clients
- Purchase and resale of rare and archival designer pieces.
- Small scale garment manufacture, bags, pillows, outerwear, etc.
- Styling and fashion design
- Design consultation

## EDUCATION

**Fashion Institute of Technology, Manhattan NY — Some College**  
Summer 2018

**Brooklyn City Tech, Brooklyn NY — Some College**  
Fall 2016 - Summer 2017

**California College of the Arts, Bay Area CA — Some College**  
Spring 2018-Fall 2018

## INTERNSHIPS

**Q Studios inc** - Paid internship digital retouching, client deliveries, Organizing schedules, cutting and preparing prints for clients, assisting with photoshoots.

**Career Day** - NYC ischool career day alumni event. Spoke with students about entrepreneurship and college. Fielded a wide variety of questions relating to their educational and occupational futures.

## SKILLS

- Digital Sales
- Photoshop and illustrator
- Social Media Communication
- Website design
- Customer Service
- Visual Merchandising
- Scheduling software
- Sewing and design
- SEO
- Proficient in Excel
- Organization and time management
- Wardrobe support and organization.

## WORK

**Fellow Front Desk Supervisor-Key Holder:** – Front desk, maintaining a clean shop, sorting mail, managing future and past appointments, inventory, barber scheduling, product sales. Highest-grossing salesman between all nine locations in the city.(2019-2021)

**NFTs.WTF-** Freelance web writing primarily focused on NFT's, Cryptocurrency, and the latest news in finance.(Spring and Summer 2021)

**RISSA CREATIVE CONSULTING:** Custom garment creation for celebrity artists, abiding by treatment guidelines, garment supplying for celebrity styling both video and music shoots. (2020-2022)

**HAUS OF CREATORS STYLING:** Custom garment creation, alteration, and garment rental. Visual merchandising inventory, garment preparation and maintenance, assistant styling. (2020-2022)

**SUNDAY'S BEST Manufacturing:** Creative Fashion design, styling, marketing and product management, concept development including but not limited to accessories, outerwear, bags, small scale manufacturing. Maintaining relationships with stockists throughout NYC, building relationships with long distance clients, providing stock, and organizing displays. Building and continuing relationships with stores throughout the US. (2017-ongoing)

**Adidas Balenciaga:** Display and garment installation and drop day preparation, product knowledge and standards, Product display and visual. Back of house management. Celebrity shipment, oversaw inventory for NBA and WNBA players. (November 2022)

**Vveave Upcycling:** Garment upcycling and creation. Client Consultation, live cut and sew/ alterations, pop up store, event planning. (2021-January 2023)

**Adidas Originals Soho:** Product standards, back of house, display, register, and sneaker wall, operations, Intake and shipment, stockroom and inventory.(Two time Employee of the

*Month)(Closing Leader)  
(2021–February 2023)*

**WWE INK Markers:**

*Creating and manufacturing thousands of markers to be distributed throughout the United States. Maintaining and growing a market on Etsy, Amazon, Ebay, and WWEINK.com. Copywriting, Brand registry, Brand development, Product manufacturing, Sample making, Retail and Wholesale, Logo design.*

**Coach House Leather Craftsman:** *embellishing, customizing and repairing purses by hand, communicating and designing bags with clients, maintaining a consistent client base. Leather work and garment repair. Upholding product standards. Expanding Coaches workshop program multiplying business by 10x the previous standard. Media opportunities, hosting livestreams showcasing product and driving sales and recording social media content.*

*(March 2023–Ongoing)*

