

• rebecca norwood

Design • Merchandising • Forecasting

An experienced designer with a strong background in sales, merchandising and forecasting. Disciplined, highly motivated, and passionate about consumer needs and experience. Draws inspiration from art, nature, travel and fashion.

About Me

- Traveled and/or lived in 13 countries
- Lover of live music
- Fitness & wellness fanatic
- Outdoor leadership training with Wilderness Adventures
- Always trying to expand my horizons

Contact



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Rebecca Norwood

Education

Auburn University, Auburn, AL
Major: Apparel Merchandising, Design and Production Management
Minor: International Studies
Graduation Date: May 2021
Summa Cum Laude
GPA: 3.8

Joseph S. Bruno Auburn Abroad in Italy, College of Human Sciences
12 week study abroad and leadership training program in Ariccia, Spring 2020
Central Saint Martins - University of the Arts, London
London, UK
6 week study abroad, Summer 2019

Work Experience

Heidi Elnora Atelier, Birmingham, AL
Assistant Designer/Sales Associate (*November 2021-Current*)
Internship (*Summer 2021*)
Assists in the production (including hand applique, pattern making and construction), initial appointments and fittings of couture and custom wedding gowns. Responsible for curating images for blog posts and writing copy using SEO phrases to be used on social media accounts and websites.

Gregory Ellenburg Pageant and Special Occasion, Greenville, SC
Internship (*Summer 2020*)
Assisted in the draping, construction, fittings, alterations and finishings of interview outfits, formal and wedding gowns.

Involvement & Honors

Fashion Event Planning and Management
Auburn Fashion Event Creative Chair - Created graphics and visual media, develop social media marketing plans, manage the creative committee and delegate tasks.

AATCC Concept 2 Consumer Student Design Competition Honorable Mention (2019) "Splashing Around" - Designed a fashionable and functional line for an outdoor activity using AATCC test methods

Apparel Merchandising and Design Association, Auburn University

Kappa Omicron Nu Honors Society
Secretary

Auburn Modeling Board, Auburn University

Delta Delta Delta Sorority, Auburn University
T-Shirt Designer and Licensing Chair

Greek Sing
Participating dance team member for semester long dance team competition sponsored by Auburn Panhellenic to raise money for Habitat for Humanity (*2018, 2019*)

Skills

Sales

Luxury Retail
Customer Consultations
Custom Design Sales
Trend Forecasting

Communications

Social Media Marketing
Fashion Communication
Excellent Writing Skills
Microsoft Office
Brand Ambassador

Production

Home sewing machine
Industrial sewing machine
Pattern making
Draping
Beading and applique
Boning
Horsehair hem
Knowledge of sustainability practices

2D/3D CAD

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Optitex
Technical flat
Spec pack
Hand illustration and presentation

Surface Design

Digital textile design
Engineered digital print design