

Tyler Vencill

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EDUCATION

Virginia Commonwealth University
Bachelor of Arts, Fashion Merchandising

Richmond, Virginia
Spring 2025

Heritage High School
Advanced Diploma, Honors Seal

Lynchburg, Virginia
Spring 2021

EXPERIENCE

Maybelline
Brand Ambassador

Richmond, Virginia
September - 2024

- Assisted in event coordination by managing logistics and ensuring smooth operations, enhancing the overall experience for attendees.
- Built relationships with fellow students and campus influencers to enhance brand visibility and foster community engagement.
- Created and distributed promotional materials, effectively communicating brand messaging and increasing awareness among peers.

Palm Beach Tan
Beauty Consultant

Richmond, Virginia
May 2022 – Sept. 2024

- Analyzed monthly and daily sales data to identify trends and adjust strategies, consistently meeting or exceeding lotion and membership sales goals.
- Adapted to changing priorities by efficiently managing appointments and sales tasks, ensuring smooth operations during peak times.
- Cultivated strong relationships with clients through personalized service and follow-ups, enhancing customer satisfaction and loyalty.

AWARDS

Fashion Forecasting, FW 2025 Womenswear Forecast:
Revisioning Americana

Virginia Commonwealth University
Richmond, Virginia
Fall 2023

- Conducted extensive research on socio-cultural trends and historical influences to develop a compelling vision for FW 2025 womenswear.
- Collaborated effectively with a diverse team to brainstorm and refine ideas, fostering a creative environment that contributed to the project's success and innovative outcomes.
- Presented and defended project ideas to a panel of industry experts, showcasing strong communication and persuasion skills.

SKILLS

- Adobe Creative Cloud
- Google Workspace
- Retail Mathematics
- Microsoft Excel
- Canva
- Teamwork & Collaboration

RELEVANT COURSES

- FASH-341 Merchandise Planning & Control
- FASH-342 Retail Buying Simulation
- FASH-343 Fashion Forecasting
- FASH-443 Fashion Management Leadership Development
- FASH-145 Computers for Fashion