Dayna Joy Liverman

Editorial, Commercial, Personal Fashion Stylist & Consultant

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OBJECTIVE

to work with experts committed to developing and enhancing the fashion industry, while furthering, my commitment to help individuals achieve their desired look, renewed sense of self-expression, and ultimately embracing their new found look.

EXPERIENCE

STYLELINE MAGAZINE

Assistant Stylist; Social Media Coordinator

DEC 2013-CURRENT

Assist in editorial and commercial fashion spreads with editor and assistant editor of the magazine.

PERSONAL STYLIST AND FASHION CONSULTANT

AUG 2013-CURRENT

Current and Previous Clientele include Teyana Taylor, recording artist, actress, model, fashion designer; April Lockett, Media Personality 107.5 FM Morning Drive, Actress & Event Host; Jamar Heart, Brand Ambassador for Glass Fresh Styling; Dominique Lynem, Know Hosiery; Maria Swanson, Model; Kathy Thasher, Model; Fauna B., MsDetroit, Detroit Local Celebrity; Daishawn Franklin, Fashion Show Producer; Angeleah Speights, Actress, Detroit Local Celebrity, Party Promoter; Cydara, Detroit and New York recording artist

SWANK A POSH BOUTIOUE

JULY 2012-AUG 2013

Head Fashion Stylist, Assistant Buyer, and Assistant Brand Manager

Oversaw, the editorial photo-shoots for the companies local advertisements and online boutique. Managed and acquired instore clientele for personal shopping experiences. Completed visual merchandising at both store locations in Southfield, MI and Eastpointe, MI.

FASHIONALITY, STUDENT LEAD NON-PROFIT ORGANIZATION

JAN 2012-JAN 2013

Production Manager, Head Stylist, Panelist for Casting-Calls

Acquired monetary and clothing sponsorship from local and out of state businesses and designers for the production of Fashion Week at Eastern Michigan University October 8, 2012-October 11, 2012. In addition, created VIP packages for our sponsors and guests.

EDUCATION

EASTERN MICHIGAN UNIVERSITY

JAN 2012-FEB 2013

Ypsilanti, MI

Completed courses in apparel textiles, fashion merchandising, public relations, and performing arts.

OAKLAND COMMUNITY COLLEGE

SEPT 2008-JAN 2011

Royal Oak, MI

Completed courses in business, marketing, public relations, and drama.

SOUTHFIELD HIGH SCHOOL

JAN 2005-JUN 2008

Southfield, MI

Business Information & Computer Technology Academy; Intro to Fashion course; fashion show production for Southfield High Fashion Club.