

Anthony O'Baner

EDUCATION

Savannah College of Art and Design (SCAD)

B.F.A. Fashion Marketing and Management, 2019
Major GPA: 3.66

EXPERIENCE

Moda Operandi

Product Copy Intern
June 2017 — August 2017; New York, NY

Wrote copy for luxury fashion products (titles, detail, etc.); worked closely with supervisor in executing project on deadline; researched designer information; ensured copy reflected brand voice and style.

The Manor

Editor-in-Chief
March 2016 — Present; Savannah, GA

Founding editor of first-of-its-kind online student fashion publication; leads a staff of 50+ contributors; recruits media professionals for multi-day training conference; implements digital strategies to increase readership; maintains relationships with key stakeholders (PR, local influencers and boutiques, etc.); manages and operates CMS for publishing (WordPress).

District

Fashion Editor
March 2016 — Present; Savannah, GA

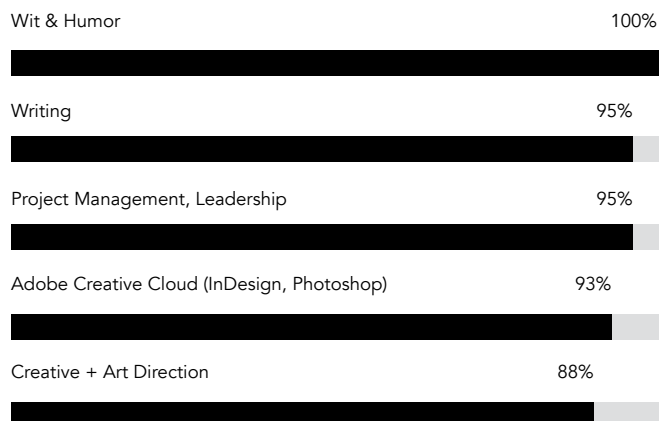
Executes multi-platform fashion content between District and The Manor, plans coverage of large-scale fashion events; collaborates on contributor training and social media marketing.

Savannah Magazine

Assistant Stylist
May 2016

Assisted in the curation of looks for June/July issue; responsible for logistics and sample trafficking of product from local luxury stores/boutiques.

THINGS I'M GOOD AT



AWARDS & HONORS

Vogue Italia, Best Of

Vogue Italia, PhotoVogue
June 2017

Two works featured in June's "Best Of" series for Vogue Italia's PhotoVogue.

Future VOICES

Business of Fashion (BoF)
December 2016

Selected as 1 of 50 international candidates for BoF's first Future VOICES competition with a submission on the future of fashion journalism.