

Anthony O'Baner

EDUCATION

Savannah College of Art and Design

B.F.A. Fashion Marketing and Management, June 2019

EXPERIENCE

The Manor

Editor-in-Chief

March 2016 — Present; Savannah, GA

- *Founding editor of first-of-its-kind online student fashion publication*
- *Increased website user traffic by 27.9%, sessions by 7.7% (2017-2018)*
- *Manages and supervises a staff of 30+ contributors (editors, stylists, writers, etc.)*
- *Manages and operates content management system (WordPress) for publishing*
- *Establishes and maintains critical relationships with local and international industry leaders*

Moda Operandi

Fashion Writing Intern

June 2017 — August 2017; New York, NY

- *Wrote 100+ product descriptions for website on a daily basis*
- *Initiated detailed research projects for luxury product and on designers*
- *Operated company content management systems for eCommerce initiatives*
- *Assisted Marketing, Editorial, and Studio departments with daily operations*

Savannah Magazine

Assistant Stylist

May 2016; Savannah, GA

- *Assisted Fashion Editor and Editor-in-Chief in curation of June/July cover story*
- *Responsible for logistics and sample trafficking from local luxury stores/boutiques*

THINGS I'M GOOD AT

● GOOD ● REALLY GOOD ● REALLY, REALLY GOOD

PROJECT MANAGEMENT IDEATION STRATEGY

NETWORKING HTML/CSS PUBLIC RELATIONS

WRITING PRESENTATION DESIGN STYLING

BEING DECISIVE INDESIGN PHOTOSHOP

WORDPRESS MacOS MICROSOFT OFFICE

CREATIVE DIRECTION BEING HILARIOUS + FUN

NOTABLE ACHIEVEMENTS

Vogue Italia, Best Of (5)

Vogue Italia, PhotoVogue

June 2017

Five works selected as "Best Of" by Vogue Italia's team for their PhotoVogue series.

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.