

Anthony O'Baner

EDUCATION

Savannah College of Art and Design

B.F.A. Fashion Marketing and Management

EXPERIENCE

The Manor

Editor-in-Chief

March 2016 — March 2019; Savannah, GA

- *Founding editor of first-of-its-kind online student fashion publication*
- *Increased user traffic by 76.7%, sessions by 50.4% (Mar. 2018-2019)*
- *Managed and supervised a staff of 30+ contributors (editors, stylists, writers, etc.)*
- *Managed and operated content management system (WordPress) for publishing*
- *Established and maintained relationships with local and international industry leaders*

Moda Operandi

Product Copy/Fashion Writing Intern

June 2017 — August 2017; New York, NY

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

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

DECISIVENESS HTML/CSS PUBLIC RELATIONS

WRITING PRESENTATION DESIGN STYLING

PROFESSIONALISM 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.