

# Anthony O'Baner

## EDUCATION

### Savannah College of Art and Design

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

## 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

(SERIOUSLY. I'M REALLY GOOD AT THESE!)

LEADERSHIP

COMMUNICATION

WRITING

PROJECT MANAGEMENT

CREATIVE DIRECTION

COLLABORATION

IDEATION

DIGITAL +

BRAND

MARKETING

G-SUITE

TROUBLESHOOTING

HTML/CSS

ADOBE CC (INDESIGN, PHOTOSHOP)

WORDPRESS

MacOS

MICROSOFT OFFICE

## 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.*