

Ayana Z. Harris
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Objective: I strive to inspire others through my artistic vision and innovative approach, leveraging creative problem-solving and advanced strategies to expand project potential and generate fresh ideas. With a commitment to precision, responsibility, and growth, I excel under pressure while continuously seeking opportunities to improve and evolve.

EDUCATION

Morgan State University

Bachelor of Science in Marketing

December 2022

Austin School of Fashion Design - Illustration

May 2018 - July 2018

Austin School of Fashion Design - Draping

June 2018 - August 2018

Austin School of Fashion Design - Cut & Sew

September 2017 - December 2017

Creative Skills:

- Creative Directing
- Freelance Event Coordinating & Decorating
- Styling, and Designing, Cut & Sew, Patternmaking
- Visual Storytelling, developing mood boards,
- Interior Decorating
- Editorial photography, Photography & Video Editing
- Mac OS, Microsoft Office XP, Canva, Adobe Spark (Word, Excel, PPT, Google drive, Outlook, Calendly, Word-Press,)
- Proficient with Pinterest, Instagram, Facebook, YouTube and Tik Tok
- Dance and Choreography

WORK EXPERIENCE

Zari Emerson Brand

July 2024 - Current

Runway Coach

- Teach Runway technique
- Positive self-talk
- Coordinate runway routines
- Scout models/talent

Zari Emerson Brand

May 2015 - Current

Creative Director

- Design process: Sketch, Sample & patternmaking, fabrication, cut & sew, production
- Coordinate and produce runway fashion shows
- Fundraising
- Creative directed over 10 editorial photoshoots.
- Video & photo editing using Adobe Photoshop and video editor.
- Digital content creation using, Chat GPT, Adobe Spark, Canva, Illustrator, Facebook, Instagram and YouTube
- Research and development using Google Analytics, MailChimp, and Instagram.

Jewish Museum of Maryland

January 2020 - Current

Marketing Coordinator

- Analyze and interpret monthly website stats to improve quality of services using Excel
- Edit weekly Newsletters
- Communicate creative ideas and strategic plans with management plans to transform the brand

- Design marketing materials such as letterheads and other promotional materials
- Use problem-solving skills to execute museum goals while staying within budget
- Setup and breakdown of public programs

Sandlot Baltimore

Host

June 2022 – September 2022

- Greet customers with a warm and welcoming greeting and attached wristbands
- Promote future events and features at the Sandlot.
- Processed electronic payments for entry and offered guests a welcome drink.
- Maintaining the appearance of the front end of the facility and communicating front-end concerns and opportunities
- Handled all technical difficulties during my shift

Engineers Club of Baltimore

September 2019 – Current

First Impressions Committee Volunteer, Events Committee

- Create member surveys and analyze data
- Examine building and staff operations for growth opportunities.
- Generate new ideas to enhance member experiences.
- Use teamwork to strategize cost effective improvements.

Austin School of Fashion Design - Internship

June 2018 - August 2018

Assistant Sewing instructor

- Prepared machines for sewing classes.
- Lead sewing lessons for up to 15 students
- Organized fabrics in the studio such as silk, cotton, wools and knits
- Helped plan and develop curricular for sewing projects.

Janie & Jack

October 2010 - November 2011

Sales Leader

- Visual merchandising and styling window displays
- Interviewed prospective candidates
- Exceeded monthly sales goals by 30%

List of Works

- **Sugar Vault Fashion Show**, Zari Emerson brand kids fashion Show, December 2023, David & Dad's Café
- **Spa Party**, Stitch and Angel DIY spa party, February 2024, Art of Allurement
- **APPLE HEAD ASMR channel**, Homemaking Video Samples, January 2022, YouTube
- **Skater Ball**, Community Event Organizing, October 23, 2021, Hampden Skate Park
- **Winter Wonderland Party**, Freelance Event Planning, February 27, 2021, Event Hall
- **Ice Cream theme Birthday**; Freelance Event Planning, March 1st, 2020, Engineers Club Baltimore
- **Zari Emerson brand**, Editorial Photoshoot, November 2020, Baltimore City
- **Reckless and Royal**, Social event and Party, December 29th, 2019, Engineers Club of Baltimore
- **Orange I Cute theme Birthday**, Freelance Event Planning, Feb 27th 1st, 2019, Baltimore City
- **Zari Emerson brand, Editorial Photoshoot**, September 2018, Baltimore City
- **Zari Emerson brand, Travel Suits Collection**, Zari Emerson, August 2018, Baltimore City
- **Zari Emerson brand & Creative Soul Photo**, Editorial Photoshoot, October 2017, Dallas Texas
- **Zari Emerson brand**, The New Uniform Collection, August 2017, Dallas Texas
- **Sagira & Jerald's Wedding**, Freelance Event Planning, May 2016, Town and Country Caterers
- **Zari Emerson brand & Xang photography**, Editorial photoshoot, March 2015, Baltimore City
- **Zari Emerson brand**, Beautiful Flower Collection, January 2015, New York City
- **Diamond Dreams Wedding**, Freelance Event Planning, May 2012, Pier 5 Hotel

