

Kailani Coleman FASHION STYLIST

Portfolio <https://kailanicoleman.wixsite.com/styledbykai> **Email** kailanicoleman@gmail.com

PROFILE

Fashion stylist and art director with a detail-oriented work ethic who thrives in fast-paced work environments. Collaborative team player and leader who can multitask with conflicting deadlines.

EDUCATION

MA in Fashion, Emphasis Art Direction Academy of Art University, 3.9 GPA • May 2025

Project: I Am Campaign

Lead stylist and art director, styling and pulling four menswear looks with street-style aesthetics while managing a team of model, gaffer, cinematographer, photographer, and styling assistant. Produced artboards, shot list, and set up the video shoot, conducting pre-production meetings to ensure smooth execution. Collaborated with the cinematographer using the storyboard and shot list to convey the affirmations.

BS in Strategic Communication, Emphasis PR & Advertising Northern Arizona University

KEY SKILLS

Art Direction Creative direction, on-figure and still-life styling, photoshoot and video shoot production, booking talent and crew members, artboard curation, visual storytelling

Technical Tools Adobe InDesign, Illustrator, Photoshop, Premiere Pro, Microsoft Office

Interpersonal Strengths Strong leadership, organization, team player, communication, adaptable

EXPERIENCE

PR Intern SF Fashion Festival, San Francisco • October 2023 – June 2024

Managed event logistics, created and distributed press releases to the media, and conducted outreach to journalists and media outlets. Assisted the backstage crew during a fashion show.

Marketing Communications Specialist pSemi Corporation, San Diego • June 2020 – August 2023

Managed social media planning, content distribution, and KPI tracking across platforms; created blog posts, press releases, media pitches, and press briefings. Led graphic design updates for refreshed brand guidelines; managed email marketing, website content, and supported inter-departmental branding requests. Oversaw financial processes, including POs and monthly credit card reports; coordinated trade show planning.

Board Member Beyond the Front Row Fashion Club, San Francisco • Spring 2024

Retail Sales Associate Express, San Diego • January 2020 – April 2020

Retail Sales Associate Ross Dress for Less, Flagstaff • May 2015 – March 2019