


CAERA HARRISON


STYLIST LIAISON & EXECUTIVE ASSISTANT AT APOCENE | FASHION MERCHANDISING STUDENT

 caeraharrison2@gmail.com

 703.615.7039

 Richmond, VA

 www.linkedin.com/in/caeraharrison

 ca3ra.com

SKILLS

Adobe Creative Suite

CLO 3D

Time Management + Organization

Graphic Design

Copywriting

Social Media + Content Creation

Email Marketing

Styling

Squarespace

Canva

Google Workspace

Leadership

Trend Forecasting

EDUCATION

BACHELOR OF ARTS

Virginia Commonwealth University
Fashion Merchandising
Expected 05/2024
Current GPA: 3.8

VCUARTS DEAN'S LIST

Virginia Commonwealth University
Spring '21, Fall '21, Spring '22, Fall '22, Spring '23, Fall '23

PROFESSIONAL EXPERIENCE

EXECUTIVE ASSISTANT & STYLIST LIAISON

2/2023-Present

ApOcene | Richmond, Virginia

- Extensive knowledge of fashion trends, emerging designers, and industry insight among multiple market segments.
- Headed the creation of our emerging fashion blog ApOcene Undressed by planning and writing articles, designing the website, and creating graphics.
- Expert in assessing clients' style preferences and needs to create tailored looks.
- Skilled in handling confidential information and maintaining discretion.
- Exceptional attention to detail and accuracy in all work assignments, as well as coordinating multiple tasks simultaneously.
- Collaborated with cross-functional teams, including e-commerce, customer care, social media, and tech.

YOUTH INTERN

6/2022-8/2022

Fashion Snoops, Inc. | New York, NY (Remote)

- Assisted with trend and retail forecasting by researching trend direction and analyzing markets.
- Wrote Hot Now reports, Style Files, runway recaps, Slangistics, and independent articles.
- Analyzed runway shows to dissect trends and predict effects on retail.
- Created collages and mood boards using the Fashion Snoops website and additional resources.
- Wrote in a business-to-business format to explain our predicted trends to clients.

ACHIEVEMENTS

ELEVATE AWARD WINNER

5/2023

Virginia Commonwealth University | Fashion Department

Based on GPA and engagement in the classroom and department, the Elevate Award acknowledges a student who is midway to completing their degree in fashion merchandising. The winner has consistently proven their acumen for fashion merchandising and has been an excellent ambassador of the Department of Fashion Design and Merchandising.

EXTRACURRICULARS

STUDIO 325: VCU FASHION SOCIAL MEDIA TEAM

2022-Present

VCU FASHION DEPARTMENT NEWSLETTER EDITOR

2022-Present

VCU FASHION STUDENT ADVISORY BOARD

2022-Present