



SOCIAL MEDIA | CUSTOMER SERVICE | FASHION

ABBY OSWALD



GET IN CONTACT

oswaldabby@gmail.com | abbyoswald.com | LinkedIn: <https://www.linkedin.com/in/abby-oswald-170b0177/>

PERSONAL PROFILE

I am a fashion enthusiast with a passion for social media content creation. I recently completed a program at Parsons School of Design in New York, immersing myself in the realm of Fashion Merchandising, Business, and Design. I've collaborated with top brands as an Ambassador, showcasing their collections on Instagram and TikTok. I excel in video creation and editing, and I can help you craft engaging content that grabs attention on social media platforms. Outside of work, I have plans of building my own fashion brand to support Youth Mental Health.

WORK EXPERIENCE

Brand Ambassador | Present

- Brands: Parade, Adore Me, Rebalance Vintage, Quartz & Canary, Call it Spring
- Curated unique content and promoted new collections on social media platforms, including Instagram and TikTok
- Communicated with team leaders for product placement guidelines, content approval, and due dates

Model and Styling, freelance | Present

- Fashion Art Toronto
- Photographer Archie Sandall, Stylist Abby Oswald
- YGK Thrift
- Steve Madden
- Betsey Johnson
- John & Jenn
- LINE the Label
- Photographer Zo Moul, Stylist Abby Oswald

Dresser, Fashion Art Toronto Spring 2023 Fashion Week | April 2023

- Assisted backstage during fashion shows, providing essential support to designers and models.
- Collaborated closely with the styling team to ensure outfits were presented flawlessly on the runway.
- Managed dressing and quick changes for models, adhering to tight schedules and maintaining a smooth flow during shows.
- Ensured garments, accessories, and other wardrobe items were organized and readily available for each model.
- Demonstrated strong attention to detail and precision in handling delicate fabrics and accessories.
- Maintained a positive and professional attitude under pressure, contributing to a positive backstage environment.
- Assisted with pre-show preparations and post-show cleanup, contributing to the overall success of the event.

Social Media Manager, PYA | August 2022— November 2022

- Created and posted content during the A/W 22 season
- Experienced in digital marketing, familiar with CapCut, Instagram Reels, Canva and TikTok
- Communicated weekly in team zooms and managed the roles and responsibilities of each member

Fashion Merchandising Intern, PYA | June 2022— August 2022

- Collaborated with the head of sales through S/S 23 selling season
- Executed showroom merchandising, pricing and sales with clients (using the Joor platform)
- Styled menswear and womenswear shoots
- Performed warehouse duties including content care labels, packaging, organizing samples, and unboxing

Hostess/Food Runner, Kaytoo | May 2022— June 2022

- Greeted and acknowledged guests by escorting them to the assigned table, communicating delays, and offering additional beverages to keep them occupied while waiting (using Silverware software)
- Actively offered a helping hand in labour-intensive duties (i.e. preparing dining tables, cleaning windows, disposing of garbage, land maintenance)
- Managed reservations
- Communicated with kitchen staff, management, serving staff, and customers to ensure dining details were processed accordingly

Barista, Good Grief | May 2022— June 2022

- Welcomed customers, informing them about specials or new items, answering questions, and accepting orders and payments with Square.
- Prepared foods, such as baked goods, grinding and blending coffee beans, brewing coffee and tea, and serving items to customers.
- Packaged food and beverages for sale
- Front-of-store visual merchandising

Hostess, The Mill Café | June 2021— August 2021

- Greeted and acknowledged guests by escorting them to the assigned table, communicating delays, and offering additional beverages to keep them occupied while waiting (using Silverware software)
- Actively offered a helping hand in labour-intensive duties (i.e. preparing dining tables, cleaning windows, disposing of garbage, land maintenance)
- Managed reservations
- Communicated with kitchen staff, management, serving staff, and customers to ensure dining details were processed accordingly

Receptionist, Penny's Motel | June 2021— August 2021

- Welcomed visitors and greeted guests by escorting them to their designated rooms while providing adequate information about their stay
- Accepted and organized bookings (WebrezPro software)

EDUCATION & VOLUNTEER EXPERIENCE

Fashion Design Certificate, Parsons School of Design | The New School | Present

Fashion Buying and Merchandising, Parsons School of Design | The New School | 2023

Fashion Trends, Parsons School of Design | The New School | 2022

Fashion Entrepreneurship, Parsons School of Design | The New School | 2022

Fundamentals of CLO3D, Parsons School of Design | The New School | 2022

WordPress for Blogging and Web Design, George Brown College | 2022

Digital Marketing, George Brown College | 2022

Introduction to The Fashion Industry, George Brown College | 2022

Jack.org Queens Club Coordinator – Mental Health Awareness | 2021

Bachelor of Arts, Queens University | 2020 – 2021

Founder, Shop My Brain Hurts – Clothing Brand for Mental Health Awareness | 2020 – 2021