

# STACY ELLEN SAWYER

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Orland, Maine 04472

W: [www.stacyellen.com](http://www.stacyellen.com) | C: 818.522.4230 | E: [stacy@stacyellen.com](mailto:stacy@stacyellen.com)

## EXECUTIVE PROFILE

Noted for the ability to apply business acumen, verbal persuasion and leadership skills to solve problems and effectively contribute to business objectives. Thrives in highly diverse, rapidly changing creative environments.

## SKILL HIGHLIGHTS

- Multimedia Producer
- Creative Director
- Fashion Journalist
- Wardrobe Stylist
- Marketing & Publicity
- Branding
- Advertising
- Management

## CORE ACCOMPLISHMENTS

Internationally published Wardrobe Stylist, Fashion Journalist and Multimedia Producer in multiple print and online publications spanning the United States, United Kingdom, Portugal, Italy, Germany, Russia and the Philippines.

## PROFESSIONAL EXPERIENCE

### 2010 to Present **Wardrobe Stylist | Creative Director | Fashion Journalist | Project Manager**

#### **Stacy Ellen** - Los Angeles, CA

- Owner of Stacy Ellen, specializing in creative direction, multimedia production, wardrobe styling, contributing fashion journalist for local, national and international magazines, marketing and brand management for fashion and entertainment clients.
- Working with contributors such as Neiman Marcus, Macy's, Tiffany's & Co., Toni & Guy, PR Companies, International, Los Angeles, New York designers and boutiques.
- Productions directed for Urban Gentleman Magazine have been picked up by major magazines such as Cosmopolitan and Latina.

**Credits/Published Photographs, Written Articles & Multimedia Portfolio:** [www.stacyellen.com](http://www.stacyellen.com)

- **Wardrobe Stylist:**
  - Cosmopolitan Magazine [Germany]
  - Latina Magazine
  - Los Angeles Magazine
  - Houston Magazine
  - Dress Code Magazine [Russia]
  - Zele Magazine
  - Fashion EZine Magazine [Italy]
  - Zen Magazine [United Kingdom]
  - Pasadena Magazine
  - Southbay Magazine
  - Ventura Blvd Magazine
  - Amour Creole Magazine
  - Le Rouge Magazine
  - STATUS Magazine [Philippines]
- **Multimedia Producer:**
  - Van Der Love Magazine [Portugal]
  - Stacy Ellen Inc - Youtube
- **Contributing Fashion Journalist:**
  - LOCALE Magazine
  - Van Der Love Magazine [Portugal]
  - Fashion Spyder [Italy]
  - uG Magazine
- **Celebrity Styling:**
  - Adam Rodriguez [Empire, NCI Miami & Magic Mike]
  - Cory Michael Smith [Gotham]
  - Hannah Simone [New Girl]
  - Will Taylor [LHHH & Making the Band-Day 26]
  - Gloria Govan [BBWLA]
  - Daniel Bedingfield [Recording Artist]
  - Nikola Bedingfield [Recording Artist]
  - Charlene Amoia [How I met your Mother]
  - Emeline Michel [Recording Artist]
  - Mikaben [Recording Artist]
- **Creative Director | Project Manager:**
  - Cosmopolitan Magazine [Germany]
  - Latina Magazine
  - uG Magazine
  - Le Rouge Magazine
  - Van Der Love Magazine [Portugal]
- **Fashion Journalist:**
  - Pasadena Magazine
  - Fashion Rooftop Magazine
  - LA Fashion Magazine
  - L'Affaire Magazine [India]

**2011 to 2012 Editor in Chief**

**Urban Gentleman Magazine** - Los Angeles, CA

- Editor in Chief of a men's fashion magazine with an international readership of over 183,000.
- Key Wardrobe Stylist for fashion, celebrities and lifestyle spreads as well as contributing Fashion Journalist.
- Creative Director, managing photo and location shoots, crew, talent and writing assignments.
- Oversee advertising department and production schedule for each issue.
- Booking and management of celebrities such as Adam Rodriguez, Charlene Amoia & Nikola Bedingfield.

**Credits/Issues:** [www.stacyellen.com/magazine](http://www.stacyellen.com/magazine)

**2009 to 2010 VP of Sales & Marketing**

**Villa Firenze** - Los Angeles, CA

- Wholesale, Business to Business and Retail Sales for Villa Firenze a manufacture of bedding, drapery and pillow at the Studio City store and North Hollywood Factory/Showroom.
- Building and maintenance of E-Commerce website.
- Marketing through email blasts, social networking.
- Design assistance and writing custom bedding, drapery and pillow orders.
- Key holder, responsible for management and coordination of daily inventory, sales and merchandising of store, display windows and showroom products.
- Coordinator of Charity Fundraiser with Lisa LaPorta as a guest designer and SDSA Meeting event hosted by Villa Firenze.
- Designer of custom bedding for Charity Fundraiser alongside Lisa LaPorta of HGTV.
- Execution of Press Kit and distribution to local media for Public Relations and Marketing of Villa Firenze.

**2009**

**Account Executive**

**LA Weekly** - Los Angeles, CA

- Responsible for prospecting, closing and management of all self-earned sales accounts in Los Angeles area of an established Alt Weekly [AAN] publication with a demographic base of 692,000 readers.
- Closed 25 self-earned accounts running 1-13x contracts [new accounts to LA Weekly]
- Extensive experience with same responsibilities as former job at the Santa Fe Reporter
- Extensive experience with Multi Media Marketing solutions in Print, Web, Newsletter and Text Messaging products
- Intermediate experience with managing Digital Advertising products
- Intermediate experience with electronic booking of ads client's demographics
- Extensive experience with Word, some experience with Excel and Outlook.

**2005 to 2009**

**Account Executive**

**Santa Fe Reporter** - Santa Fe, N M

- Responsible for the management and growth of local and multi-state sales accounts of an established Alt Weekly [AAN] publication with a demographic base of 64,000 readers. (Santa Fe population 70,000)
- Extensive experience with local display/retail advertising, as well as events and sponsorships sales. B2B sales.
- Extensive experience with presenting proposals to Advertising Agency to maximize their clients advertising budgets.
- Negotiating, writing and closing client contracts. Partner with clients to ensure effective use of their ad budget.
- Coordinate production of ad materials, writing insertion orders, production orders and placing ads on dummy.
- Establishing new clients through word of mouth, new business listings, Internet, event calendars and other publications. Write and present business proposals to clients.
- Research and present customer-specific demographic research designed to enhance sales growth opportunities.
- Negotiate and implement trade agreements.
- Extensive experience with Filemaker, Word, some experience with Excel

**Production Assistant:**

- Assistant to the Director of Sales for the 2006 and 2007 Best of Santa Fe Awards event.
- Manage performance, staff and winners at the event.
- Assisted with set up and breakdown of production and format of the event.
- Negotiated food and beverage for the '09 SF Reporter Valentine's Singles Party.
- Coordinated Speed dating at event.
- Work in a fast pace environment on my own as well as in a team environment with a sound understanding of advertising & marketing trends.

- 1999 to 2003**     **Business Owner | Designer: Stacy Ellen Designs** - Phoenix, AZ
- Designer & manufacturer of contemporary clothing and accessories line.
  - Managed design, fashion shows, models, assistants, as well as hair and make-up artist.
  - Credits Wardrobe Stylist: Miss Arizona USA 2003 at the Miss USA Pageant 2003.
  - Produced and Styled: 6 Fashion Shows for Stacy Ellen designs with corporate sponsors Nine West and Elizabeth Arden as contributors.
  - TV Appearance: FOX Channel 10 "Fashion in Phoenix," FOX "Morning Show," ABC's "Sonoran Living".
  - Articles: Scottsdale Tribune featured article; Scottsdale Tribune, Fall Fashion Guide.
  - Fashion Magazine: Regional Fashion Magazine "item" featured Stacy Ellen fashion show.
- 1995 to 2003**     **Business Owner: The Retro** - San Diego/Albuquerque
- Originally started "brick and mortar" business in San Diego, CA.
  - Relocated "online" business to Albuquerque, NM in 1999.
  - Buyer of vintage handbags, furs, leather and accessories.
  - Managed sales account on eBay for resale of these items.
  - Used vintage items in styling of fashion shows, photo shoots and TV appearances.

**EDUCATION**

- 2017-Present**     **Course:** BA - Journalism (major) Studio Art (minor) work in progress  
**University of Maine** - Orono, ME
- 2016-2017**     **Certificate:** Fashion Industry Essentials  
**Parsons New School of Design** - New York, NY
- 2014-2016**     **AA Degree:** Communication Studies     Graduated with Honors  
**Santa Monica College** - Santa Monica, CA     GPA: 3.71 - Dean's List
- 1989**     **Course:** Architecture  
**Wentworth Institute of Technology** - Boston, MA
- 1984-1988**     **Diploma:** College Prep emphasis in Architecture  
**Amesbury High School** - Amesbury, MA

**COURSE WORK**

- Fashion Trend, History, Marketing & Digital Illustration
- Journalism News & Magazine
- Multimedia Production
- Cinema History & Analysis
- Mass Media & Literacy
- Public Relations & Publicity
- Communications Studies

**SOFTWARE**

- InDesign, Photoshop, Illustrator [Emphasis in Digital Fashion Application]
- iMovie
- PowerPoint
- Microsoft Office
- Page, Numbers, Keynote

**SOCIAL MEDIA**

- 17,000+ follows in total**
- LinkedIn     @stacyellen
  - Instagram     @stacyellenstylist & @stacyelleninc
  - Twitter     @stacyelleninc
  - Facebook     @stacyellenstylist & @stacyelleninc
  - Pinterest     @stacyelleninc

**MEMBERSHIP**

- Society of Professional Journalist
- Phi Theta Kappa [Honor Society]

**JUDGE**

- Miss Teen Pageant, Los Angeles, CA: 2014
- Fiery Foods Competition, Albuquerque, NM: 2007 & 2008 Judge representing Santa Fe Reporter

**VOLUNTEER**

- Beauty Bus, Santa Monica, CA: Spring 2016 event Volunteer
- The Samburu Project, Hermosa Beach: 2016 Walk for Water event Volunteer
- Buckaroo Ball, Santa Fe, NM: 2008 & 2009 Decoration Volunteer & Provisional Committee
- Habitat for Humanity, Santa Fe, NM: 2008 Building Volunteer for the Santa Fe Reporter

**LETTERS OF RECOMMENDATION, REFERENCES & PORTFOLIOS:** Upon Request