



PORTFOLIO

JANET GILI

BUF 2203

ABSTRACT

The fashion industry is a dynamic and constantly evolving sector that requires innovative ideas, creativity, and business acumen to succeed. This portfolio showcases the culmination of my studies in the field of fashion business, demonstrating my knowledge and skills in areas such as marketing, branding, product development, and supply chain management. Also, this portfolio includes my prior experience in the hospitality and administration industries, which can be valuable transferable skills for the fashion industry in areas such as retail, event planning, and production.

Moreover, this portfolio demonstrates my creative skills, showcasing my knowledge of color theory, the elements and principles of design, visual merchandising, luxury markets, graphic design, photography, trend forecasting, and buying. With my skills, knowledge, and work experience, I am ready to enter the fashion industry as a well-rounded professional equipped to tackle the challenges of this dynamic and ever-changing industry.

OUTLINE

1. COLOR THEORY ASSIGNMENT- COLOR WHEEL

As a fashion student, understanding color theory is essential for creating visually appealing designs and communicating ideas effectively. Knowing how to make a color wheel is fundamental for understanding and working with color in design. It is a visual tool that organizes colors according to their relationships with each other, helping designers create harmonious color combinations. Learning color theory has strengthened my understanding of the relationships between colors, such as complementary, analogous, and triadic colors.

2. COLOR THEORY ASSIGNMENT- VALUE CHART

Value refers to the lightness or darkness of a color, which can significantly impact a particular color's overall visual impact. Creating a value chart involves arranging different values of color from lightest to darkest, which can help fashion students understand how to create contrast, depth, and dimension in their designs. I have created different tints and shades of green for my value chart. Tints are created by adding white to a color, while shades are created by adding black. By including these tints and shades in my value chart, I can understand how to create a range of values within a single color.

3. PROMOTIONAL PROJECT- PICASSO PAINTING/STOREFRONT

This exercise has helped me develop skills in analyzing and interpreting visual elements and understanding how they can be used to create compelling designs. By studying a Picasso painting and Isabel Marant's storefront visual display, I have gained valuable insights into applying design elements and principles to my work as a fashion student and artist. Picasso was known for his innovative line, color, and shape use. Studying his painting "Nude Standing by the Sea" has given me a greater

appreciation of the importance of these elements in a design. Further, analyzing Isabel Marant's visual display, I noticed how the storefront designer used contrast, shape, and texture to create a visually engaging display. By drawing connections between these two art forms, I have gained new insights into creating designs that capture the viewer's attention and showcase my creative vision.

JOB DESCRIPTION

PROJECT MANAGER- FASHION DIRECTION- ROLE RESPONSIBILITY

This is a brand-new position within the Creative Department at Selfridges. You will report to the Shoot and Production manager while working directly with the Fashion Direction team. You will lead, define, and deliver Selfridges visual content and identity through Art Direction, Styling, Casting, Shoot production, image management, and curation across Selfridge's platforms. You will ultimately manage all of the Fashion Direction department's projects and operations. Spanning across project management, daily workflow, resource trafficking, budget management, and planning across the operational elements of shoot production. Ensuring all areas within Fashion Direction align and feed into the broader project milestones responsible for its operational delivery. You will lead the project management of the in-house Fashion Direction team centralizing all Fashion Direction production and operational responsibilities.

As a Project Manager, you will be responsible for:

- Being the production authority on all Fashion direction project management across a variety of scales and complexities
- Applying strategic management across companywide asset & project asks to ensure effective planning and scoping is aligned to the brand, creative, and budget strategy before entering production.
- Leading all project scoping, planning, capacity, and resourcing for the department
- Supporting Shoot & Production manager on affordability and delivery milestones
- Keeping the workflow running seamlessly through the Fashion Direction team. Working closely with the broader business and team leads to ensure projects are forecasted, scheduled, and detailed in advance to deliver on time, quality, and budget.
- Pre-empting scheduling clashes and resolving issues before they happen.
- Lead and orchestrate daily and weekly resource and project status meetings
- Manage department projects, and inform costs & estimates by managing an archive of shoot tiering. Support the payment production timelines ensuring they feed into the business's financial timelines.

THE IDEAL CANDIDATE

- Collaborative. You can build critical relationships with management peers across creativity to gain insight and influence in project management flowing into the FD team.
- Solution-driven at a strategic & management level and can resolve challenges and delegate actionable tasks for the team to action.
- Build and nurture key relationships with suppliers
- A great communicator. You will be required to feed up information at a top-line and, at times, director & head off level Ability to prioritize projects, productions, and timelines for business needs
- Flexible. You will have an agile way of working and possess the ability to understand different needs across each specialist area of FD and how and when they intersect with one another, being a leader and solution-driven through excellent management skills
- Listen in on challenges chair production meetings, delicate agendas to PM based on departments weekly & milestones
- Ability to scope out content and asset asks across the business into project plans & shoot productions
- Experienced in production and project management
- Proven in-depth knowledge of shoot production processes for photography & video
- Experience managing a department budget
- Practiced in briefing design and delivery of creative assets across all marketing channels
- The ability to react positively to rapidly evolving business requirements
- Proven success in managing relationships at a senior level
- Ability to think creatively and commercially
- A real team player with strong people skills and the ability to quickly forge great working relationships
- Self-motivated, cheerful & passionate - a strong work ethic and positive approach are crucial for this role.
- Proven experience delivering both operational efficiency and quality
- Proven ability to meet tight deadlines and motivate others to achieve to succeed in a fast-paced environment

SKILLS

- Build strong relationships with multi-levels of internal and external clients.
- Support new ways of working within the creative teams and wider marketing department. Creating efficiencies where possible.
- Delegate tasks and allocate traffic resources to the team.
- Maintains good working relationships with vendor/partner relationships
- Flexible to variable team dynamics and cultures. Quickly building and nurturing mutually working solid relationships.
- Supporting Shoot Producers when necessary on large productions

- Embraces and promotes new ways of working, fostering a learning culture
- Liaising with leads across the business ensures they are up to speed on work streams.

COVER LETTER

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May 13, 2023

Sharlene John
Head of Recruitment
400 Oxford Street
London W1A 1AB, UK

Dear Ms. John,

I am excited to apply for the Fashion Direction Manager position at Selfridges. As a Business Fashion BS program graduate, I can lead, define, and deliver Selfridges' visual content and identity through art direction, styling, casting, shoot production, image management, and curation across Selfridge's platforms.

While my experience is primarily in hospitality, administration, and management, I have developed a strong understanding of the importance of project management, daily workflow, resource trafficking, and budget management. My coursework and projects in my Business Fashion program enhanced these skills, which has provided me with a deep understanding of the fashion industry.

As a leader, I have successfully managed and coordinated cross-functional teams, focusing on ensuring all areas align and feed into broader project milestones. In this role, I am confident I can provide the leadership required to manage all of the Fashion Direction department's projects and operations, including centralizing all Fashion Direction production and operational responsibilities.

I am excited about the opportunity to join the Creative Department at Selfridges and to work with the Fashion Direction team to deliver exceptional creative content across all platforms. My attention to detail, strong project management skills, and passion for fashion will enable me to make a valuable contribution to the team.

Thank you for considering my application, and I look forward to discussing my qualifications further.

Kind Regards,

Janet Gili

JANET GILI

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PROFESSIONAL SUMMARY

Highly adaptable and creative business professional seeking an entry-level internship position with a fashion company that will blend with my experience in hospitality and administration.

Profile & Key Offerings:

- Passionate about efficient work performance, including detailed client services, innovative team support, exceptional organizational skills, ability to self-start, work independently and assist with various tasks.
- With 10+ years of hospitality and administration work experience, developed skills such as effective communication, managing, relationship building, presentation, multi-tasking, and over-seeing functional operation are second nature.
- Furthermore, with continued education in the fashion business and technology world, skills in design, product development, and textile technologies are being developed along with instruction in fundamental business and marketing practices.

EDUCATION

Bachelor of Science - Business and Technology of Fashion — City Tech
Associate of Science - Liberal Arts — Palm Beach State College

In Progress
Graduated 2016

PROFESSIONAL EXPERIENCE

BROOKLYN COUNSELING SERVICES - BROOKLYN, NY
Office Manager/Client Coordinator

2018-2023

As an Office Manager/Client Coordinator, I gained valuable experience managing front desk operations, handling client services, and overseeing various administrative tasks. These skills would transfer to a Project Manager-Fashion Direction position as they involve managing project operations, conducting client interactions, and supervising the execution of various project tasks. Additionally, my experience managing schedules, maintaining inventory, and ensuring organizational efficiency will be precious in the Project Manager role. My expertise in maintaining paperwork and digital files in the Office Manager/Client Coordinator position also translates to the Project Manager position, where attention to detail and documentation is critical to successful project management. As a Fashion Business graduate, I understand the industry and its trends, which is essential for the Project Manager-Fashion Direction position.

THE WICKED MONK - BROOKLYN, NY
Maitre' D/ Mixologist

2018- 2020

While the Maitre' D services/Mixologist position may seem unrelated to fashion, the skills gained from this experience can apply to a Project Manager- Fashion Direction position. As a Maitre' D and Mixologist, I managed the front-of-house operations, handled cash transactions, and maintained inventory. These skills can translate to project management in fashion, where you will oversee the production process, ensure timely delivery, and manage budgets. Furthermore, as a Mixologist, I built relationships with patrons to create a positive customer experience, similar to building relationships with clients and stakeholders in fashion. I collaborated with management and team members to manage large parties and catered events, demonstrating my ability to work in a team environment and effectively communicate with various clients. Leadership, communication, organizational skills, and the ability to work in a fast-paced environment are essential in a Project Manager- Fashion Direction

position. I will manage multiple projects simultaneously, communicate with clients and stakeholders, and ensure timely and successful completion.

OWLS HEAD WINE BAR – BROOKLYN, NY

2017- 2018

Floor Manager

As a Floor Manager, I developed solid managerial and multitasking skills that would transfer well to a Project Manager- Fashion Direction position. In this role, I oversaw restaurant operations and employees, ensuring exceptional customer service and maintaining the establishment's organization and ambiance. I created guest experiences and handled reservations, event planning, and seating arrangements. Additionally, I assisted with staff scheduling, inventory management, marketing collaboration, and various other tasks. I oversaw employees during busy working hours and trained new hires, further honing my leadership skills. These experiences have prepared me to lead and manage fashion projects, collaborate with cross-functional teams, and manage timelines, budgets, and resources while ensuring high-quality results.

OPHTHALMOLOGY OFFICE – WPB, FL

2015- 2016

Front Desk Management/Technician

As a Fashion Business graduate with experience in front desk management and technician duties, I have developed skills that would be valuable in a Project Manager - Fashion Direction position. My experience overseeing the front office, managing customer interactions, and ensuring organizational and administrative tasks efficiently demonstrates my ability to multitask and manage multiple responsibilities simultaneously. My expertise in assisting the doctor with eye assessment tests shows my ability to work collaboratively and take direction while making clients feel at ease. These skills are transferable to a Project Manager - Fashion Direction position, where I oversee and manage multiple aspects of a project, work with various team members and ensure that tasks are completed efficiently and on time.

SKILLS

- Communication, Organization, Management, Teamwork, Adaptability, Problem-Solving
- Photography, Photoshop, Content Creation, Product Development, Fashion

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Spanish, P. P. (1970, January 1). *Pablo Picasso: Nude standing by the sea*. The Metropolitan Museum of Art. <https://www.metmuseum.org/art/collection/search/486754>