

KATHRYN ↓ CACHO

Contact

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Skills

- Tiktok, Instagram, Youtube, Facebook, Pinterest, Twitter, Twitch
- Hootsuite
- Microsoft Office Suite
- Google Workspace
- Adobe Photoshop, Illustrator, Premiere Pro, InDesign
- Basic CSS Website Building
- Looker-Data analytics platform
- M+ Stoll and Optitex design programming
- Trend forecasting
- Bilingual fluent in Tagalog and English, basic knowledge of French and Italian

Education

**THE FASHION SCHOOL –
KENT STATE UNIVERSITY – KENT, OH**
BACHELOR OF ARTS – FASHION
DESIGN

August 2013 to May 2017

- Style Guru intern for College Fashionista-2015-2017
- Designed and constructed looks for the annual fashion show -2015-2017
- Finalist for CFDA x Kenneth Cole - 2017

Experience

SOCIAL MEDIA MANAGER

WEST SIDE STOREY – KANSAS CITY, MO

AUGUST 2020 TO PRESENT

- Solely responsible for managing all social media channels
- Promote brand through engaging and interactive content featuring their products
- Create daily content using high-end editing software
- Manage online storefront through Shopify
- Utilize Planoly to build out social strategies and organize content
- Track analytics and social trends to increase engagement, following, and reach

GOODYBOX STYLIST

THREDUP – REMOTE

JANUARY 2020 TO NOVEMBER 2021

- Curated boxes of thrifted items for over 4,800 customers based on their personal preferences, current market trends, and sales data/brand performance data
- Reviewed feedback and studied metrics data on a weekly basis to improve personal performance
- Was in the top-performing quartile for 4 quarters in a row as measured by average keep rate and in the top 88th percentile for average order value for the past 60 days
- Handpicked to curate items for the Thrift the Look project that won a company-wide competition, which later became a site feature
- Worked cross-functionally with marketing to style influencers for brand promos on their social media
- Utilized what I learned and excelled in to lead age group, brand specific, and training workshops

FREELANCE STYLIST

TAILOR APP – REMOTE

MARCH 2018 TO JUNE 2019

- Built and managed customer engagement through daily virtual style consultation
- Researched trends to maintain a strong and thorough knowledge of fashion and styling
- Advised outfit styling, fashion knowledge, and sales trends with customers across the globe using inspiration boards and a personalized product mix for each unique user

DESIGN INTERN

KAREN KANE – VERNON, CA

October 2017 to December 2017

- Researched trends, color matched, created mood/fabric boards, and manipulated fabric for samples
- Developed designs that have gone into production and created cut tickets
- Attended competition meetings, fittings and photoshoots
- Revised samples by consulting with sample sewers and patternmakers
- Worked closely with designers and owner/head designer Karen Kane

DESIGN INTERN

ANASTASIA CHATZKA – CHICAGO, IL

July 2016 to August 2016

- Constructed over 100 items, drafted flat patterns and collected merchandise from local manufacturing
- Consulted with customers to assist with alterations and custom orders
- Communicated brand aesthetic through photoshoots and styling storefront
- Worked closely with the owner/head designer Anastasia Chatzka

