

Alanna Grant

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Dynamic Creative Director with a proven track record at Anna Rose Fashion and Design Consulting Services, specializing in campaign development and visual storytelling. Expert in hands on leadership of creative teams to enhance brand messaging while delivering excellently crafted products. Skilled in simple video editing and known for meeting tight deadlines while exceeding client expectations.

Skills

- Campaign development expertise
- Design background
- Visual storytelling
- Standards implementation
- Creative team leadership
- Video editing
- Deadline oriented
- Brand messaging

Work History

Creative Director

*Anna Rose Fashion and Design
Consulting Services , Sergeants Village,
Christ Church*

May 2016 - Current

- Evaluated and contributed to creative team ideas and translated into actionable project plans.
- Developed strategic communication and marketing plans.
- Developed high-impact creative trailers and promotional content for company campaigns from concept to completion.
- Managed campaigns with specific focuses in order to meet customer needs and creative visions.
- Designed innovative creative strategies to raise brand awareness and engagement for organization.
- Created creative briefs and timeline to manage creative process from concept to completion.
- Monitored industry trends to keep creative materials fresh and engaging.
- Presented creative concepts to clients and implemented continual feedback to achieve client satisfaction.

Pattern Maker/ Machinist

SJPI, Wildey, St. Michael

October 2016 - November 2016

- Completed projects on time and under budget and maintained equipment and tools.
- Studied daily work instruction, sketches, drawings, and manuals to maintain accuracy.
- Calibrated machines to maintain required productivity levels and adherence to quality standards.

- Supported recordkeeping by logging daily production, scrap rate and machine maintenance data.
- Inspected completed parts to verify compliance with specifications and quality standards.
- Worked with team members to improve production processes and procedures.
- Measured, examined or tested completed units to check for defects and verify conformance to specifications.
- Recommended adjustments to production processes to optimize product quality.
- Trained and mentored new and existing machinists on proper machining techniques.

Pattern Maker/ Machinist

*House of Prime , Graemehall, St.
Michael*

March 2015 - April 2016

- Studied daily work instruction, sketches, drawings, and manuals to accurately create patterns and samples
- Manually drafted patterns and graded sizes.
- Created samples for production.
- Calibrated machines to maintain required productivity levels and adherence to quality standards.
- Monitored equipment to detect and report malfunctions and prevent accidents.
- Supported recordkeeping by logging daily production, scrap rate and machine maintenance data.
- Worked with team members to improve production processes and procedures.
- Recommended adjustments to production processes to optimize product quality.
- Devised and implemented process improvements to enhance production.

Patternmaker/Machinist

*Fifth Element Designs, Wildey, St.
Michael*

July 2014 - August 2014

- Collaborated with designers to complete initial patterns and maintain styling.
- Incorporated changes and corrections when making production patterns.
- Manually drew and detailed technical packets to indicate positions of pleats, pockets, button holes, and other features.
- Wrote all specifications and sewing instructions.
- Marked samples and finished patterns with information such as garment size, section, style, identification and sewing instructions.
- Fit garments on live models to approve fit and production.
- Traced outlines of paper onto cardboard patterns to cut patterns into parts to create templates.
- Utilized charts, drafting instruments and grading devices to create master patterns for each size within range of garment sizes.
- Utilized flat patternmaking, draping and pattern manipulation to produce original patterns for customer use.
- Used scissors and knives to position and cut out master or sample patterns.
- Collaborated with designers to understand models and produce high-quality patterns.
- Created paper patterns for use in mass production of complex designs.
- Evaluated specifications of each design to identify sizes, shapes, and quantities involved for every part.
- Constructed sample garments for fittings and pattern adjustments.

- Calibrated machines to maintain required productivity levels and adherence to quality standards.
 - Supported recordkeeping by logging daily production, scrap rate and machine maintenance data.
 - Worked with team members to improve production processes and procedures.
 - Inspected completed parts to verify compliance with specifications and quality standards.
 - Trained and mentored new and existing machinists on proper machining techniques.
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Education

Bachelor Of Fine Arts in Fashion Marketing And Management
Savannah College of Art And Design , Atlanta, Georgia, USA

Certifications

Textile and material Design CVQ, Apparel manufacturing technology CVQ, Garment Technology
Diploma

References

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