

PROFESSIONAL SUMMARY

Passionate and detail-oriented independent personal shopper with experience helping professionals, new moms, and fashion-conscious individuals curate versatile wardrobes. Expert in providing personalized styling services through in-person consultations and virtual styling.

- instagram: DaniStyleCo
- pinterest: DaniStyleCo
- portfolio: www.danistyleco.com

EDUCATION

Certificate in Personal Styling

London College of Style (Online) / Completed: August 2021

B.A. in Communications

University of Washington / Graduated: May 2015

Certifications

- Digital Wardrobe Styling Certificate – The Business of Fashion, June 2023
- Certified Personal Stylist – Association of Image Consultants International, March 2022

SKILLS

- Capsule Wardrobe Curation Expert
- Body Type Analysis Expert
- Social Media Marketing Expert
- CRM & Booking Tools Expert
- Sustainable Fashion Sourcing Expert

AWARDS

- Guest Stylist at Nordstrom Trend Lab Event (2023), showcasing exclusive styling sessions for high-end fashion brands.
- Featured in Seattle Style Magazine – “Top 10 Independent Stylists to Watch” (2022)

EXPERIENCE

2019 - Now

Founder & Personal Stylist
DaniStyle Co / Seattle, WA

- Establish and nurture a loyal client base of 70+ regulars, largely driven by social media marketing and word-of-mouth referrals.
- Curate personalized seasonal style boxes, body-shape styling consultations, and capsule wardrobe planning, increasing client satisfaction by 30%.
- Partner with boutique designers to bring exclusive, limited-edition pieces to clients, resulting in a 40% increase in customer retention.
- Built a robust online presence, utilizing Instagram and Pinterest to showcase client transformations and promote services.

2016 - 2019

Style Advisor (Freelance)
Stitch Fix / Remote

- Created customized style profiles for clients, utilizing AI-assisted tools and personalized feedback to deliver an exceptional online shopping experience.
- Achieved a high satisfaction rating (4.8/5) and frequent client reorders by maintaining consistent communication and tailoring wardrobe recommendations to client preferences.

TESTIMONIALS

- “Danielle transformed my wardrobe! She truly understands my needs and is always ahead of trends.” — Laura S., Client since 2020
- “The capsule wardrobe Danielle curated for me made mornings so much easier. Highly recommend her services!” — Emily P., Client since 2021