

ELSA BLUE DUNN



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@elsablue_

EDUCATION

ACADEMY OF ART UNIVERSITY

Bachelor of Fine Arts

Fashion Styling & Communications

San Francisco, California

Graduation Date- December 2025

Relevant Courses Taken:

Color Science & Fabric Technology

Fashion Trend Analysis

History of Textiles

History of Fashion

SKILLS

Trend & Research:

Forecasting, macro/micro trend analysis, runway reports, competitor studies, consumer insights, cultural research

Concept & Design:

Moodboards, concept decks, color/silhouette/fabric analysis, creative direction, visual storytelling

Creative Tools:

Adobe Creative Cloud, Midjourney AI, Procreate, Canva, Microsoft Office Suite, Squarespace

Professional Strengths:

Organized, collaborative, trend-aware, strong communicator, fast-paced multitasker, elevated eye for style & color

EXPERIENCE

Selling & Clienteling Assistant Manager

Banana Republic

Corte Madera, CA

July 2025-Present

- Ensure new client acquisition and appointment sales goals are met
- Analyze store's daily, weekly and monthly KPI's
- Report seasonal sales trends to understand consumer behavior and inform styling direction
- Identify high-volume product drivers and client purchasing patterns to support merchandising strategies
- Manage personalized styling services, providing trend-driven outfit curation aligned with brand aesthetic

Personal Stylist

Banana Republic

Corte Madera, CA

March 2024- July 2025

- Cultivated an engaging clientele book
- Scheduled and executed multiple weekly styling appointments with a strong emphasis on client needs and market insights
- Maintained an updated knowledge of brand product launches, industry trends, influencers, and competitor offerings

Editorial Styling Assistant

Ava Asly

Oakland, CA

September 2023- Present

- Created moodboards and assisted in conceptualizing editorial looks based on trend direction and visual storytelling
- Prepared garments, organized racks, and ensured efficient flow during shoots
- Supported the visual consistency of each shoot through styling, silhouette balance, and aesthetic cohesion

Social Media Manager

JudgeMD

San Francisco, CA

March 2023- February 2024

- Researched cultural patterns, aesthetics, and industry trends to shape brand identity and digital strategy
- Filmed, edited, and posted daily content with strong attention to visual direction, color, and narrative consistency
- Analyzed engagement metrics to identify behavioral trends and consumer responses

Stylist Assistant

Oliamoda

Sacramento, CA

June 2021- December 2021

- Assisted with wardrobe pulls and preparation informed by runway and seasonal trends
- Styled and photographed e-commerce looks with emphasis on silhouette, color story, and merchandising detail
- Gathered visual inspiration and maintained communication with fashion brands for sample pulls and collaborations