

SAZJA LINCOLN

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Sazja is currently a retail manager for an archival vintage company and works directly with stylists, celebrities, and designers but comes from a background in the live concert industry. Her extensive knowledge of working with high-end clientele and a keen eye for styling has excelled her through her career transition. Sazja decided to go to school after losing her job due to the pandemic and is currently working towards a career in fashion styling. She recently graduated with her associate degree in Merchandising and Marketing from The Fashion Institute of Design & Merchandising. She is currently working towards her bachelor's in digital marketing and will finish in the fall of 2024. Her schooling and jobs have allowed Sazja to create marketing campaigns, advertisements, websites, influencer outreach programs, and all aspects of Adobe software. Her love of fashion and natural ability to style any body type has brought her to Los Angeles to fulfill her dreams of being a celebrity stylist. Her current position has given Sazja firsthand experience working with stylists and has only deepened her passion for the industry. At her current job, Sazja has created weekly digital marketing campaigns sent to over 400 fashion industry leaders, bringing in over \$100,000 of revenue over the last eight months. She also works face-to-face with industry leaders and can conduct business professionally yet discreetly. These attributes are just a few reasons Sazja will succeed in her career and become an industry leader in fashion styling.

Experience

Resurrection Vintage

Showroom Coordinator | Los Angeles, CA

Jan 2023 – Current

- Email up to 300 people a day – ranging from stylists, celebrities, designers, and industry professionals
- Maintains all showroom functions including appointments, walk-ins, and appearance
- Work face-to-face with all visiting stylists, assistants, designers, and customers (over 100 in 8 months) to help find garments and create an overall high-end brand experience
- Suggest garments for stylists and designers (pieces I have suggested have been worn by celebrities like Kendall Jenner to Fashion Week and rented by luxury designer brands) to purchase or rent via email and in person based on moodboards and inspirational content
- Create up to 3 pieces of marketing content a week including Instagram, Pinterest, email marketing, and more
- Answers up to 50 phone calls, text messages, and emails a day

Louis Vuitton

Concierge | Costa Mesa, CA

Aug 2022 – Current

- Greet over 1,000 customers a day as they walk in
- Facilitate over 200 customer and associate interactions a day
- Expedite over 25 customer returns and 40 in-store pick-ups a day
- Coordinated all customer traffic to maintain an organized store flow
- Instructed 1 intern on job and company procedures for two weeks

CLD Style House

Senior Celebrity Gifting Intern | Los Angeles, CA

June 2022 – August 2022

- Instructed all 25 incoming interns on how to properly wrap, pull stock, and all other aspects of the gifting position
- Pulled over 50 items for celebrities like Kendall Jenner, Hailey Bieber, influencers with millions of followers, along with micro-influencers from showroom – based on what is known about the celebrity's style or from curated list
- Added up to 500 new garment and accessory inventory to companies online database (Launch Metrics)
- Entrusted with excel documents with the personal information of more than 150,000 celebrities, influencers, stylists, makeup artists, and journalists

Neiman Marcus

Personal Selling Assistant | Newport Beach, CA

September 2021 – March 2022

- Pulled over 40 items a week based upon customer's previous purchases to present while they shop
- Assisted managers with all transaction of up to \$50,000 at a time and all other customer communication
- Created look books of up to 40 pieces weekly to send to over 100 prominent and potential customers using the Neiman Marcus E-Commerce site to pull items and sent via email
- Curated all 15 Instagram posts by pulling pieces, photographing, and editing photos via Adobe Photoshop

Target

Women's department lead | St. George, UT

March 2021 – July 2021

- Visually merchandised over 400 products a week of clothing and accessories based on planograms or on own
- Chose where clothing was placed on floor within 4 main sections - women's wear, accessories, contemporary, formal wear
- Integrated up to 100 new pieces of merchandise onto floor daily
- Instructed 4 employees on job functions and company procedures

Morris Light and Sound

Audio Engineer | Nashville, TN

November 2018 – May 2020

A1, A2, A3 positions

- Coordinated up to 30 stagehands at each event
- Led over 200 projects to ensure all gear was prepped and ready to send out along with deprepping when back
- Assisted up to 20-hour days in concert and tour production behind the scenes and on site
- Worked on local crews for; Billie Eilish, ZZ Top, The Nashville Predators, TN Titans, and more

Education

FIDM | Fashion Institute of Design & Merchandising

Los Angeles, CA

Bachelor of Arts in Digital Marketing

Expected July 2024

- Completed coursework: UX/UI Design, Public Relations, Film making, Business Management, Business Law
- Technology: Google doc, drive, calendar, files, sheets
- Adobe Software – XD, Premier Pro, PowerPoint, Word, Excel

• ***Associate of Arts in Merchandising & Marketing***

Received Dec. 2022

- Completed coursework; Business Management, e-Commerce, online store development, Fashion Marketing, Buying, Merchandising, Trend Forecasting, Fashion Styling, Data Analytics, Intellectual Property and Media Law