

IRIS ZWIRN

igzwirn@gmail.com | [LinkedIn](#) | (513) 500-7702 | New York, NY

FASHION EXPERIENCE

Wardrobe Therapy | New York, NY

Associate Marketing Manager, September 2023 – Present

Lead brand development and digital marketing initiatives while managing vendor and designer partnerships. Drive trend forecasting and execute high-impact event planning to elevate brand visibility and client engagement.

- Plan and execute trunk shows averaging **\$50,000** in daily sales (featuring brands such as Frame, Vince, Jenni Kayne)
- Manage brand and content strategy, increasing website traffic by **70%** and improving brand recognition
- Launch digital campaigns that drove a **30%** increase in monthly client inquiries and supported the hiring of three new team members

Social Media Content Creator, April 2022 – September 2023

Executed all social media content, boosting brand visibility and engagement while collaborating with leading fashion brands, media companies, and publications like Vogue, Cutting Room Floor, SheerLuxe, and Who What Wear.

- Grew followers by **15,000** through cohesive content strategy and increased brand engagement
- Boosted social media reach by **120%** through strategic planning and high-performing content
- Wrote and curated weekly blog, which has grown by **1,500** subscribers (with a 56% open rate)

Stylist, November 2022 – April 2023

Assisted in client styling, wardrobe planning, and outfit curation while supporting senior stylists in delivering a client-focused, high-end fashion experience.

- Helped boost returning client bookings by **45%** through personalized service and follow-up
- Styled over **30** clients monthly, delivering personalized wardrobe solutions for lifestyle and professional needs
- Assisted in seasonal wardrobe edits and outfit planning, contributing to an average client satisfaction rating of **97%**

Nordstrom | Columbus, OH

Stylist, March – November 2022

Provided personalized styling and shopping experience for clients. Curated looks from top contemporary brands and consistently exceeded sales goals through relationship-driven service.

- Ranked among the top sellers in the store by exceeding monthly sales targets by **25%**
- Built and maintained a personal client base of **65** recurring shoppers, driving consistent weekly sales
- Generated over **\$100,000** in sales per quarter through personalized styling and relationship-building

Iris Grace Style

Freelance Marketing and Graphic Designer

Founder of Iris Grace Style, a freelance marketing and design studio specializing in branding, social media, and creative direction for clients in fashion, retail, and political sectors—including SoHo Luxury Exchange, MJ2Marketing, and RedHouse Strategies.

- **SoHo Luxury Exchange, Columbus, OH, November – December 2021:** managed marketing, social media, and graphic design needs; handled high-end designer products, including Chanel, Dior, and Cartier
- **MJ2Marketing, Columbus, OH, September – November 2021:** marketing design and photoshoot assistance
- **RedHouse Strategies LLC, Cincinnati, OH, May – August 2020:** graphic design for local political campaigns
- **Personal Blog and Mask Company, August 2017 – May 2020:** writer and product developer (COVID masks)

Backdrop Magazine | Athens, OH

Graphic Designer, September 2018 – May 2021

Collaborated with editors and writers to design layouts, develop visual concepts, and produce engaging print and digital content for a student-run publication focused on culture, fashion, and current events.

EDUCATION

Ohio University | Athens, OH

Bachelor of Science in Visual Communication, Minor: Marketing

SKILLS

Technical: *Web design*; Adobe (Illustrator, Photoshop, InDesign, Lightroom), Canva, WordPress, Microsoft Suite (proficient in Excel), Google Workspace, *content creation*; TikTok, LinkedIn, Meta Business, Pinterest, YouTube

Interpersonal: Strong emotional intelligence; clear and effective communicator; highly organized and detail-oriented; proactive and efficient planner; active and empathetic listener; creative and strategic thinker