

# Daijha Allen

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**OBJECTIVE:** To obtain an entry-level position in Marketing with an emphasis in fashion merchandising, wardrobe styling, brand management and/or product development.

**EDUCATION:** TEMPLE UNIVERSITY, Fox School of Business, Philadelphia, PA  
**Bachelor of Business Administration, Graduation: May 2015**  
**Major: Marketing**

**ACTIVITIES:**

- Member, American Marketing Association, Fall 2012- Present
- Member, Temple's Fashion and Business Club, Spring 2013- Present
- Events Chair, Temple's Fashion Magazine Club
- Member, The National Society of Leadership and Success
- Dr.Sidney Rothstein Scholarship – Fox School of Business Recipient - May 2012

**EXPERIENCE:** JCCA Work Progress Program, Brooklyn, NY May 2013 – September 2013  
**Program Facilitator – Young Males Initiative**

- Documented and submitted progress notes to upper management regarding employee progress.
- Worked with Mayors office representative at project end; arranged site tours, photo shoot, exit surveys, etc.

Fashion Meets the Arts Club, Brooklyn, NY January 2012– May 2012  
**Brooklyn Democracy Academy Creative Director**

- Responsible for the coordination and organization of all events (Annual Fashion Show, Art Exploration Exhibit, Urban Music Festival etc.)
- Partnered with event vendors such as Cocoa Mane hair company, Let Me Dress You boutique, Paper Doll boutique, and VH1's Love and Hip Hop Rasheeda Imbossy.com accessories.

Let Me Dress You Boutique Brooklyn, NY April 2011 – September 2011  
**Wardrobe Stylist**

- Styled over 50+ models for various fashion shows, trunk shows, pop up shops etc.
- Traveled with designer to over 10+ events locally and internationally.
- Collaborated with designer to prepare, develop and create over 100+ pieces for specific themes, seasons, magazines and photo-shoots.

**SKILLS:**

- Proficient in Microsoft Office, Word, Excel, Powerpoint
- Communication, Planning and Organizing, Team Worker etc.