



ROSE SOMA

WWW.ROSESOMA.COM

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SKILLS

- Flat Patternmaking
- Apparel Construction
- Technical Flat Design
- Adobe Illustrator
- Industrial Sewing Machine Operation
- Ecommerce Marketing
- Leadership
- Small Business Management

EDUCATION

Western Michigan University Kalamazoo, MI
College of Education and Human Development, *Bachelor of Science* May 2021
Fashion Merchandising and Design: Design and Development GPA: 3.93

PROFESSIONAL EXPERIENCE

ROSE SOMA L.L.C – OWNER & DESIGNER KALAMAZOO, MI DECEMBER 2017 – PRESENT

- First year of business generated a revenue of \$72,920 with a profit of ~\$18,000
- Designed a line of products sold by Big Moods, L.L.C generating \$299,000 revenue in the first 6 months
- Manage an Etsy shop, sell products in retail stores and at craft shows
- Freelance design for companies & individuals including Target.com, Getcasely.com & the PGA tour
- Volunteer fashion design & fundraising for Kigezi Women & Children Health Initiative

WESTERN MICHIGAN UNIVERSITY – TEACHER'S ASSISTANT KALAMAZOO, MI 2019-20 & SPRING 2021

- Helped students develop flat patternmaking skills in Design Studio 1, 2 and Apparel Line Development
- Drafted patterns & sewed muslin test samples for demonstration

YANA DEE ETHICAL APPAREL - RETAIL & CONTENT ASSOCIATE TRAVERSE CITY, MI SUMMER 2018

- Generated product descriptions, edited photos, & listed products on online store and Etsy
- Created content for social media accounts and fulfilled online orders
- Merchandised window displays & store floor, assisted customers with style advice
- Led daily operations - keyholder

LIFE AND WHIM – CREATIVE COLLABORATOR TRAVERSE CITY, MI SUMMER 2017

- Designed & sewed prototypes for children's capes and headscarves
- Filmed & edited creative promotional videos introducing product lines & showing product design process
- Illustrated a coloring book & helped design other products

AWARDS & ACTIVITIES

- WMU Medallion Scholarship Recipient; valued at \$60,000 – Highest Honor of the Lee Honors College
- WMU Global Ambassador Scholarship Recipient & Alumni Scholarship Recipient
- 2019 K.C. O'Shaughnessy Business Pitch Competition – 1st Place & Viewer's Choice, \$2,300 award
- Studied abroad: Economics & Society in the Dominican Republic - August 2017
- Merchandising Opportunities & Design Association - Secretary (2019-20), Designer & Member (2017-19)
- Innovation Day 2020 – 3rd place (Team Working from Home)