

# Kyla Berkshire

211 El Dorado Dr  
Richmond, VA 23229  
804-310-0218  
kylaberkshire@gmail.com  
Linkedin: Kyla-Berkshire

## EXPERIENCE

### L&M Company, Richmond, VA — *Lead Intern*

January 2023 - Present

Content creation including styling, planning, and creative direction of looks and campaigns. Managed social media and story content of 9k+ followers. Coordinated and controlled pop-up events and maintained brand representation to the public. Focused events on selling and promotion. Coordinated inventory of products.

### South Moon Under, Richmond, VA — *Assistant Manager*

September 2019 - Present

Managed all aspects of retail store operation. Ensured customer satisfaction, styled to needs, and provided suggestions. Trained, evaluated, and motivated staff of 20. Directed overall operations of financial records Documented and organized inventory control twice a year. Installed and designed window displays and facilitated creative mannequin styling. Creative promotion of business on social media of 80.3k followers.

### Global Fashion Collective, New York City, NY — *NYFW Volunteer*

February 2023

Prepared 10+ designer's collections for showcase and decided garments according to brand image. Dressed, styled, and coordinated model's accessories and creative additions. Controlled VIP and influencer section before, during, and after shows. Arranged seating charts and directed guests to specific sections. Organized back of house and coordinated press in front of house.

### RAGDOLL PR, Manhattan Beach, CA — *Public Relations Intern*

August 2022 - December 2022

Monitored print, digital press, and blogger press of 40+ brands. Researched digital influencer/brands for potential partnerships regarding beauty, fashion, and lifestyle. New business development of small brands looking to engage in a greater following. Assisted with potential representation building through social media of 15.4k followers. Press release and pitch creation to editors, stylists, and writers from Vogue, Harper's Bazaar, GQ, Buzzfeed, and more. Gathered images to pitch to editors and stylists.

### Anthropologie, Richmond, VA — *Keyholder*

October 2021 - Present

Lead overall operations: opening, closing, register handling, financial records, restock of product, and directed all IT issues. Facilitated floor engagement with customers while maintaining a positive and energized space in a staff of 36. Drove sales to be the leading store in NS for the district 6 weeks in a row. Executed shipment, visual display, omni fulfillment process, and markdowns.

## EDUCATION

### Virginia Commonwealth University, Richmond, VA — *Fashion Merchandising*

August 2020 - May 2024

### Santa Reparata International School of Art, Florence, Italy — *Fashion Merchandising*

May 202 - June 2023

## SKILLS



Adobe InDesign



Adobe Photoshop



Microsoft Word



Microsoft Office



Microsoft Excel



Adobe Illustrator

## LANGUAGES

French Language  
Studies- Proficient Level

## COLLEGE ACTIVITIES

Director of Property  
Alpha Gamma Delta Theta Nu  
Chapter  
Feb 2021- Present

Member  
River City Fashion  
Sept 2022- Present

Member  
EcoFashion Club  
Aug 2021- Sept 2022