

# Daisha J. Dancer

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## WORK EXPERIENCE:

### Lead Stylist

**Looklet Studios-Splashlight |New York, NY | Aug. 2017- Feb. 2019**

*Client Base: Nicole Miller, J. Crew, Bluefly, Betsey & Adam, Robert Graham, Cosabella, Hanes.*

- Stylist and tailor ensuring every garment is properly fitted, sized, and styled to the clients' needs and brand image on the variety of models offered: Women's, Men's, Plus Size, and Kids.
- Style out of fashion lines focusing on maximizing garment usage for utmost product visualization for customers' ultimately increasing potential revenue for all items shot.
- Maintained a shot count of 50-60 items per day at a total of 100 shots.
- Head of art direction for all shoots; responsible for creating with the client a cohesive, recognizable, and original brand statement that is seen and felt in each image.
- Review of all images, and ultimate selection of the image used for the company's website, campaigns, and social media outlets.
- Photographer on each shoot using and trained on Looklet CGI software and advanced technology machines.
- Responsible for proper lighting, resolution, focus, and alignment of each shot.
- Managed a team of assistants in proper organization of daily shot lists, time management for each shoot, checking items in and out of Looklets database, and garment preparation.

### Stylist

**New York, NY |Feb. 2011-Present**

- *Billy Reid* (Campaigns & E commerce)
- *Brooks Brothers* (Campaigns & E commerce)
- *Donald J. Pliner* ( FW 18' Campaign)
- *FreeXRein* (2017-2019 Campaigns, Editorials, & Print Ads)
- *Marc Jacobs* (E commerce)
- *Mark & Graham* (2017 Fall Women's & Men's Campaigns)
- *Oscar de la Renta* (Campaigns & E commerce – Women's & Kids)
- *Tiffany & Co.* (2015 Holiday Campaign)
- *Saks Fifth Avenue* (E commerce)
- *Macy's* ( Print Advertising & E commerce)
- *Nike* (2016 Summer Olympics Uniforms Campaign- All countries)
- *Target* ( E commerce)
- *Microsoft Xbox* (Billboard & Print Campaigns, Packaging Graphics)
- *Bliss Products* (Print Campaigns)
- *TRESemme Products* (2016 NYFW Print Campaigns, Commercials, and Video Tutorials with actress Jiang Xin)
- *Creem Magazine* (Editorials – Print & Online)
- *ELLE Magazine* ( 2018 Fashion Spread collaboration with FreeXRein)
- *InStyle Magazine* (2015 Holiday Ad Campaigns)
- *Simon & Schuster* (Matt Bellarrai Everything is Awful: And Other Observations book cover)
- *Comedy Central* (2018 Sprint commercials with comedian Lorelei Ramirez)
- *Cadillac* (2016 Online Campaign collaboration with The New York Times)
- *Food Network* (Chef Wanted with Ann Burrell)
- *Gerber* (Commercials and Print)
- *Celebrity Apprentice 4* (Season 11)
- *Revlon Cosmetics* (Beauty Videos & Tutorials collaboration with InStyle magazine)
- *Tide* (A dress stained Monday is a dress cleaned Sunday, Commercial & Print Ads)
- *CeeLo Green Heart Blanche* (Album Cover)

### **Assistant Stylist**

**New York, NY | Oct. 2010-Jan. 2014**

- *Bloomingdales* (E commerce)
- *Brooks Brothers* (Campaigns & E commerce)
- *Chrome Hearts* ( Campaigns)
- *J McLaughlin* (Campaigns, In store signage, & E commerce)
- *Macy's* ( Campaigns, In store signage, Print ads & E commerce)
- *Talbots* (Campaigns, In store signage, & Catalogues)
- *Theory* ( E commerce)
- *Tim Hamilton* ( NYFW Shows)
- *Oscar de la Renta* (Campaigns)
- *Versace* (2012 Spring Campaign)
- *German Vogue* (Editorials)
- *Spanish Vogue* (Editorials)
- *Marie Claire UK* (Editorials)
- *New York Observer* ( 2011 Fashion Spread with actor John Slattery)
- *Garnier* (Commercials starring Sarah Jessica Parker)
- *Marlo Thomas* (Television Appearances, St. Jude Commercials, Book Covers, & Public Appearances)

### **Assistant Stylist**

**On Set Management |Dallas, TX |Mar. 2010 – Oct. 2010**

*Clients: JCPenney, Neiman Marcus, and FD Luxe Magazine.*

- Aid stylist in selection of looks aligned with the client's direction and overall aesthetic.
- Prepared clothing and accessories for each shoot verifying that all merchandise is accounted for and properly fashioned.
- Model casting; assist in hiring individuals cohesive with brands vision and image.

### **Account Assistant**

**Peoples Revolution |New York, NY |July 2009 – Feb. 2010**

*Lines Represented: Zadig & Voltaire, Camilla and Marc, Mara Hoffman, Nicholas K, Jeremy Scott, Ksubi, Davidelfin, Agent Provocateur, Alternative Apparel, Longchamp, Obesity and Speed, and No. 6.*

- Conceptualized looks from the showrooms multiple lines for editorials, celebrity photo shoots, network television shows, and celebrity appearances.  
*Highlights: Glamour, Elle, Vogue, Marie Claire, People Stylewatch, WWD, Conde Nast Traveler, O Magazine, Interview, GQ, Gossip Girl, Sex and the City II.*
- Organized and executed special events, including Fashion Week Spring/Summer 2010.  
*Shows and Presentations: Mara Hoffman, Whitney Eve, Nicholas K, Chado Ralph Rucci, Davidelfin, Genetic Denim, Agent Provocateur, Pamela Love, and Nicolas Petrou.*
- Prepared press materials for distribution.
- Envisioned business development opportunities and growth engine for client base through conducting industry research. Reported relevant findings to the Peoples Revolution executive team.
- Tracked sample activity to help provide clients with monthly reports.

### **Showroom Sales Representative**

**BLB Textiles |New York, NY | Dec. 2008 – July 2009**

*Clients: Nanette Lapore, Ralph Lauren, Betsey Johnson, Catharine Malandrino, Vera Wang, Diane Von Furstenberg, The Row, Obesity & Speed, Helmut Lang, Alice + Olivia, Haute Hippie, etc.*

- Primary sales associate for all domestic and international clients.
- Provided administrative, logistical and client relation support.
- Acted as lead merchandising and sales associate for showroom.
- Managed accounts receivable for both domestic and international accounts.

**PORTFOLIO:** [www.daishadancer.com](http://www.daishadancer.com)