

# EMILY KELLER

SENIOR DIRECTOR OF PARTNERSHIPS



15 years of experience (international and domestic) in apparel design, operations, partnerships, and management.

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## Tailored Industry

### An Apparel Design & Manufacture Service in NYC

New York City, USA

#### *Senior Director of Partnerships & Development*

4/2024 – Present

- DESIGN - Work with 100+ apparel brand partners to design, make, and launch styles for kids, women, men, and accessories. I also design styles for our in-house catalog.
- STRATEGIC SALES GROWTH - Spearhead SaaS business development efforts to identify, negotiate, and secure partnerships, resulting in client growth of 377% from 2021 to 2024.
- CLIENT RELATIONS - Implement apparel design developments and production, contributing to high client retention. Liaise course of action to the appropriate team.
- C-SUITE COLLABORATION - Meet cross-functionally with the CEO, CFO, COO, CTO, and Director of Sales to go over KPI's, revenue history / forecasting, and budgeting.
- PARTNERSHIP MANAGEMENT - Lead strategic initiatives to cultivate partnerships with key stakeholders including vendors, clients, and industry partners.

#### *Director of Technical Operations*

8/2020 – 4/2024

- MANAGEMENT - Lead a team of 4 Apex programmers with weekly development meetings, delegating client apparel design requests and timelines to the appropriate team member, contributing up to 9% of total monthly revenue.
- OPERATIONS - Co-lead a production team of 12 through all processes, ensuring seamless coordination and execution, contributing to increasing revenue 114% from 2020 to 2024.
- DIGITAL OPTIMIZATION - Contribute through strategic planning of proprietary software, as an internal stakeholder, to optimize development and production IRL
- OPTIMIZATION IRL - Identify bottlenecks in creative and production operations and implement targeted support strategies to address and relieve the bottlenecks.
- COLLABORATION - Foster cross-functional collaboration and alignment across departments to support partnership initiatives and ensure seamless integration.

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#### **Helmut Lang, Spencer Vladimir, Knit Resort**

*Freelance Knitwear Designer*

New York City, USA

4/2020 – 11/2020

- Consult with knitwear brands and departments on sourcing manufacturers and yarns, design development, tech packs, specs, grading, sampling, pricing, and production.
- Develop and create knit-downs and garment samples, incorporating machine knit, hand knit, crochet, pattern-making, and design development, for collection shows and presentations for luxury and runway brands.

#### **Emily Keller**

*Knitwear Designer / Owner*

Shanghai, China / New York City, USA

1/2014 – 4/2020

- Created a locally designed and manufactured Shanghai fashion brand, focusing on reversible knitwear, that received recognition by young Chinese consumers.
- Altered perceptions of what knitwear is by developing unique, reversible stitch structures that challenge traditional knitwear assumptions.
- Improved the business structure by changing it from a traditional retail model to a made-to-order model, which resulted in reduced debts and increased cash flow.
- Executed design development, sourcing, tech packs, fittings, production, photo shoots, runway shows, videos, media, press, sales, distribution, and bookkeeping.

#### **Duffy / DZ Group**

*Knitwear Designer*

Shanghai, China

11/2011 – 11/2014

- Improved the speed, quality, and complexity of knitwear development, resulting in reduced sampling time and financial savings by providing clear communication between knitwear designers and technicians. Improved the delegation of orders to factories by visiting factories, identifying their strengths, and optimally assigning development concepts.

## SKILLS

- **Computer:** working knowledge of HTML, CSS, Javascript

Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Shima Wholegarment software

Familiar with: Centric Product Lifecycle Management (PLM) software

- **Design:** sketch, hand/machine knit, crochet

Familiar with: draping, tailoring, pattern-making, screen printing

- **Languages:**

English (native), basic speaking of Mandarin Chinese, Italian & Spanish

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## EDUCATION

### **Fashion Institute of Technology New York City, USA**

BFA Fashion Design Knitwear  
May 2009

AAS Fashion Design  
May 2007

### **Politecnico di Milano Milan, Italy**

Study Abroad in Knitwear  
August 2007 – June 2008

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## HONORS

- BFA Runway Show Chosen Participant 2009
- Critic Award Winner 2007 (Awarded by Sully Bonnelly, then Creative Director of O Oscar of Oscar De La Renta)
- Magna Cum Laude 3.9 GPA
- Dean's List

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## HOBBIES

- West Coast Swing Dance
- Yoga
- Fashion / style