

DAYTON D. PAGE

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EDUCATION

BFA Fashion Marketing and Management

Savannah College of Art and Design

Relevant Coursework: Fashion Merchandising: Planning/Control, Digital Presentation Techniques, Retail Buying Simulation, Current Trends and Forecasting, The Business of Fashion, Fashion Aesthetics and Style, Fashion Technology.

Class of 2027

Atlanta, GA

University High School Academy

General Education and Health Occupations

Class of 2023

Lathrup Village, MI

ACADEMIC PROJECTS

Rhode Beauty Brand Extension

Mar 2025 – May 2025

- Developed a digitally driven marketing strategy that leverages innovative channels to guide consumers through a potential Rhode Beauty brand extension aligning their engagement in a way that reflects the brand's aesthetic, values, and community-focused goals.

Warby Parker – Anatomy of a Brand Research Report

Jan 2025 – Mar 2025

- Analysis of Warby Parker's evolution, brand strategy, and value proposition, highlighting how its direct-to-consumer model and design-first approach shape its market position. Evaluates key elements such as operations, pricing, target audience, and communication efforts to understand how the brand builds loyalty and drives growth. a SWOT assessment outlining the core strengths, challenges, and opportunities influencing Warby Parker's performance in the eyewear industry.

WORK EXPERIENCE

Fashion Stylist – Self Employed

Jan 2023 – Present

- Develop individualized styling concepts aligned with clients' personal brand, lifestyle, and aesthetic goals.
- Create cohesive looks using trend research, color theory, and brand knowledge to elevate client identity.
- Collaborate with clients to define visual direction, ensuring confidence in on-set or everyday styling outcomes. Build and manage digital mood boards, lookbooks, and creative decks for client approval.
- Oversee garment pulls, fittings, and final look assembly with strong attention to detail and visual cohesion.
- Maintain a strong understanding of current market trends, fashion designers, and consumer behavior.

Corewell/Beaumont Health – Certified Nurses Assistant

Sept 2022 – May 2023

- Delivered high-quality and equitable care to clients requiring exceptional detail orientation and time management. Maintained accuracy in documentation, charting, and procedural tasks under demanding conditions. Adapted quickly to changing needs while communicating clearly with both patients and interdisciplinary teams.

Avabelle Boutique – Retail Assistant

Oct 2021 – Dec 2021

- Styled clients on the sales floor by recommending pieces based on body type, lifestyle, and trends. Maintained visual merchandising standards to support brand identity and maximize product engagement.

Nurses Inspire Nurses – Business Intern

Feb 2021 – Dec 2021

- Supported a fast-paced business with operations, customer interactions, and retail floor tasks in a fast-growing startup environment. Supported logistics of marketing initiatives by organizing content, preparing promotional materials, and supporting community-driven campaigns. Collaborated with the founder and small team to ensure smooth operations and clear communication.
- Helped create the Inspire a Nurse program and developed gifting initiatives, managed order fulfillment, packaging, and shipment preparation with accuracy and attention to detail.
- Assisted in organizing special events, pop-ups, and community engagement activities to reinforce brand loyalty.

ADDITIONAL INFORMATION

- Skills:** Adobe Photoshop, Visual Merchandising, Retail Product Management, Retail Math, Consumer Analysis, Trend Analysis/Forecast, Mood Boards, Creative Direction, Marketing, Microsoft Office (Excel, Outlook, PowerPoint).

- Languages:** English

- Certifications:** SCADamp: STAND OUT Badge, SCADamp: BREAK THROUGH Badge, Adobe Photoshop

- Awards/Activities:** SCAD Deans List (2023-2025), SCAD Level Up (2024)