

# Finley Peterson

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## Education

### **University of Wisconsin-Madison - Madison, WI**

*Bachelor of Science: Textiles & Fashion Design, Certificates in Sustainability and Entrepreneurship* May 2025

- GPA of 3.86, Dean's Honor List, Graduated with Distinction
- Fashion Scholarship Fund 2024 & 2025 Scholar: Business Strategy Discipline

## Design Experience

### **ALIX OF BOHEMIA - Brooklyn, NY**

*Design, Development, and Marketing Intern*

May - August 2025

- Maintained sample library by replacing buttons, steaming garments, creating and attaching hangtags, and managing deliveries and shipments to showrooms and clients for loans; Organized studio inventory
- Prepared for and assisted in executing successful lookbook, marketing, and product photoshoots; in-studio and pop-up shopping events; and in-studio client visits
- Special Projects: reformatted website merchandising and template layouts on Shopify, launched the brand's first impact reporting initiative, researched manufacturers for new categories (ex. jewelry, denim)

### **Kohl's, LC Lauren Conrad - Manhattan, NY**

*Apparel Design Intern (Denim & Dresses Category)*

June - August 2024

- Communicated professionally with vendors via OnePLM and collaborated with cross-functional teams to aid in sample creation and product development
- Conducted market-focused trend research, and designed capsule collections to increase brand relevance
- Created and updated fashion tech flats and CADs using Adobe Illustrator and Photoshop

## Fashion Business Experience

### **FABSCRAP - Brooklyn, NY**

*E-Commerce Coordinator*

September 2025 - Present

- Create, maintain, and merchandise Shopify product listings, uploading 20+ new products weekly
  - photograph and edit product photos, identify textiles, and write detailed/on-brand descriptions
- Write and send marketing email campaigns via Shopify for an audience of 1600+, create and post sales-driven Instagram content, and execute online sales events

### **Re-Wear It Wisconsin - Madison, WI**

*Co-President*

August 2024 - May 2025

- Managed 8 board members to fulfill organization's mission with teamwork and effective communication
- Redesigned and maintained the organization's official website via Wix, and created email marketing campaigns via MailChimp for an audience of 500+
- Coordinated and led meetings; executed collaborations; and collected and analyzed attendance survey data to improve event structure, participant engagement, and impact reporting methods

## Additional Fashion Experience

### **Klein Designs - Brooklyn, NY**

*Embroidery Production Assistant*

November 2025 - Present

- Operate 6-needle Brother embroidery machines for custom, bulk, and on-site-event embroidery projects
- Ensure high-quality order fulfillment, maintaining customer service standards and prioritizing deadlines

### **Helen Louise Allen Textile Collection - Madison, WI**

*Collections Assistant*

June - July 2023; September 2024 - May 2025

- Handled and organized artifacts while following standard handling procedures with attention to detail
- Filed condition reports and inventory tracking, occasionally logged data in Excel