

Finley Peterson

finleypeterson.com

finleypeterson@icloud.com • +1(262)269-0551 • linkedin.com/in/finley--peterson • Brooklyn, NY 11215

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

Fashion Experience

FABSCRAP - Brooklyn, NY

E-Commerce Coordinator (part-time)

September 2025 - Present

- Create, maintain, and merchandise Shopify product listings, uploading minimum 15 new products weekly
 - photograph and edit product photos, identify textiles and write detailed/on-brand descriptions
- Ensure orders are shipped out (ShipStation) in a timely manner and maintain customer service standards
- Write and send marketing emails, create Instagram content, and execute sales events

ALIX OF BOHEMIA - Brooklyn, NY

Design, Development, and Marketing Intern

May 2025 - 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
- Prepared for and assisted in executing successful lookbook, marketing, and product photoshoots; in-studio and pop-up shopping events; and in-studio client visits
- Organized notions, swatches, and samples in-studio with attention to detail and organizational systems
- 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)

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, arranged guest speakers and activities, and executed collaborations

Clothing Swap Chair

May 2022 - May 2023

- Coordinated and executed bi-weekly clothing swaps with an average of ~80 attendees; managed volunteers and swap-floor operations to ensure a positive and organized experience; mended on-site
- Collected and analyzed attendance survey data to improve event structure, participant engagement, and impact reporting methods

Helen Louise Allen Textile Collection - Madison, WI

Collections Assistant

June - July 2023; September 2024 - May 2025

- Assisted in gallery installs and removals, fabricated custom display mounts, cleaned and prepped gallery spaces and exhibit furniture, packed objects for transport
- Handled and organized artifacts while following standard handling procedures with attention to detail
- Filed condition reports and inventory tracking, occasionally logged data in Excel

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