

Finley Peterson

Portfolio: finleypeterson.com

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

Work Experience

Klein Designs - Brooklyn, NY

Embroidery Production Assistant

November 2025 - Present

- Produce, package, and ship custom and large-scale embroidery production orders with high attention to detail, quality, and turnaround timelines
- Support live events and brand activations through on-demand production and customer interaction
- Converting orders from Shopify into Notion for internal production use, prioritizing cross-team coordination with a high level of detail
- Maintain studio organization and cleanliness, monitoring supply levels, attending to shipment tracking

FABSCRAP - Brooklyn, NY

E-Commerce Coordinator

September 2025 - Present

- Maintain and merchandise Shopify e-commerce website, creating and uploading 20+ new product listings weekly, owning all categories and accurately identifying unlabeled textiles/materials
 - Photograph and edit product photos, and write detailed, branded copy
 - Compile data reports in Excel for weekly and monthly sales goals
 - Achieved 18% increase in revenue YOY via e-commerce channel since start of role
- Launch weekly Shopify marketing email campaigns for 1700+ audience, averaging 3.1% conversion rate
- Lead Virtual Shopping Appointment program, curating personalized selections for client-facing appts
- Manage internship program for Online Store, hiring and leading 4 interns since start of role

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, etc
- Errands between local manufacturers and trim suppliers, communicating professionally and thoroughly
- Assisted on shipments and deliveries to showrooms and PR-clients
- 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)

Helen Louise Allen Textile Collection - Madison, WI

Collections Assistant

September 2024 - May 2025

- Filed condition reports and inventory records, logging data in Excel
- Assisted in gallery installs and removals, fabricated bespoke display mounts, packed objects for transport
- Handled and organized textile artifacts while following standard museum handling procedures

Re-Wear It Wisconsin - Madison, WI

Co-President

August 2024 - May 2025

- Oversaw communications with press, collaborators, and campus partners to coordinate events and partnerships on behalf of the organization
- Managed 8 board members through collaborative leadership and communication
- Redesigned the official website via Wix, and led email marketing campaigns for an audience of 500+

Kohl's, LC Lauren Conrad - New York, NY

Apparel Design Intern (Denim & Dresses Category)

June 2024 - August 2024

- Created and updated technical flat drawings and CADs using Adobe Illustrator and Photoshop
- Maintained seasonal swatch binders, and material boards during market week meetings

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 Scholar 2024 & 2025