

Janiya Lamisere

janiyalamisere@gmail.com | 404-808-2723

www.thekustomclub.com

PORTFOLIO: <https://janiyalamisere.wixsite.com/janiyalamisereportfolio>

EDUCATION

Howard University

Candidate for *Bachelor's of science in psychology; Minor in electronic studio arts*

3.52 GPA

Washington, D.C.

Anticipated Class of 2024

Relevant Coursework: Research Design & Analysis, Statistics I & II, Art Appreciation, Fashion Marketing, Intro to Computer Science, Desktop Web Publishing, Computer and the Arts, and Design for Advertising

WORK EXPERIENCE

Direct Merchandising Intern

Beaverton, Oregon

Nike Inc.

June 2023 -August 2023

- Collaborated and worked cross-functionally with multiple teams to support the development and implementation of merchandising strategies for Nike's direct-to-consumer channels.
- Analyzed sales data, market trends, and consumer insights to make informed recommendations for product assortments and business strategies.
- Created a presentation of a new business strategy I conceptualized based on research and data analysis to help drive action in their problem areas.

Business Owner

Washington, D.C.

The Kustom Club

January 2022- Current

- Handmaker of clothing and accessories business using sustainable materials and recycled denim.
- Research and analyze digital media trends to make strategic plans to increase sales.
- Creative director of all my production portfolios specifically geared toward the target audience.

Retail Sales Associate

Atlanta, Georgia

Lady Foot Locker

July 2019- August 2021

- Assisted customers with their needs in relation to women's casual and sports apparel, sneakers, trends, and brands.
- Regularly met and exceeded sales quota in shoes and accessories.
- Assisted in the aesthetics of the store's appearance increasing in-store traffic.

LEADERSHIP & PROFESSIONAL DEVELOPMENT

Mentor

Washington, D.C.

Beyond the Ball

November 2023 - Current

- Mentor at Beyond the Ball, an organization guiding students into sports-related science and careers.
- Developing virtual curriculum on merchandising, marketing, research, data, and design for middle/high schoolers.
- Facilitated engagement with my Nike intern-peers to enhance learning experiences and industry exposure

Designer and Team Member

Washington, D.C.

Nike, Issa Rae's Raedio, and Beyond the Ball's Storytelling by Design Competition

March 2022

- Created and assisted in the design of a Nike shoe, storyboard, and mood board.
- Created the digital design of the shoe and ad mockup using Adobe Photoshop.
- Won 2nd place out of 5 with my assistance in the project.

SKILLS, INTERESTS, & CERTIFICATIONS

Computer Literacy: Proficient in Microsoft Office Suite, Google Drive, and Canva; Intermediate in Adobe Creative Suite (Photoshop, Dreamweaver, Illustrate, InDesign), R-Studio; Beginner in Python

Qualitative and Quantitative Research and Data Analysis/Strategy

Customer Service, Consumers, and Retail

Social Media Management

Interests: UX/UI Design, Marketing, Music and Entertainment, Fashion, Sports, and Arts