

Fezeka Barnes

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EDUCATION

Howard University, Washington, D.C. — *B.B.A. Supply Chain Management*

August 2021 - May 2025

EXPERIENCE

FezekaWear, Washington, D.C. — *Sole Proprietor*

November 2017 - PRESENT

- Created a clothing brand, FezekaWear, that specializes in made-to-order handmade crochet garments.
- Manages the financial operations, creative design, production, and marketing processes of FezekaWear to an outreach of over 6000 people across social media platforms, Instagram and Tiktok.

Carol's Daughter, Washington, D.C. — *User Generated Content Creator*

July 2023 - PRESENT

- Created content for Carol's Daughter Goddess Strength and Born To Repair hair care collections.
- Responsible for filming and editing 5 deliverables, in the form of creative informational hair care videos including wash days and styling tutorials.

Raising Canes, Texarkana, TX — *Crewmember*

June - July 2023

- Worked as a Crewmember maintaining high standards of customer service during fast paced lunch and dinner rushes.
- Mastered point-of-service computer system for automated order taking, followed procedures for safe food preparation, assembly, and presentation and assisted management with inventory control and stock ordering.

Texarkana Independent School District, Texarkana, TX — *Intern*

June - July 2021 / June - July 2022

- Worked as a Teacher's Assistant in summer bridge programs hosted by Texarkana Independent School District.
- Assisted in preparing students for the transition of grade levels, ensuring a well understanding of the curriculum from their preceding academic year.

STUDENT ORGANIZATIONS

Howard University Cheerleading Team — *Member*

August 2021 - PRESENT

- Recipient of the Brenda G. Jenkins Most Valuable Player Award for the 2022-2023 cheer season.

Howard University Chapter of B.R.A.G — *Secretary*

September 2022 - PRESENT

- Serves as the secretary for the 2023-2024 academic year of the Black Retail Action Group, an organization that provides networking opportunities and professional development for students interested in retail and fashion related industries.

Howard University School of Business Student Council — *Committee Member*

September 2022 - PRESENT

- Committee member on the Entrepreneurship committee within the School of Business student council providing students with entrepreneurial resources and networking opportunities.

Models of the Mecca — *Member, Model*

February 2023 - PRESENT

- A selective modeling organization at Howard University that promotes inclusivity in all aspects of fashion by uplifting creatives in the forms of modeling, makeup art, hair art, fashion styling and design, creative direction, photography and videography.

PROFESSIONAL DEVELOPMENT

Steve Madden Retail Boot Camp — *Participant*

September - October 2023

- Engaged in an immersive program that provided insights into careers in retail, merchandising strategies, integrated marketing, and the formation of retail teams and had the opportunity to learn from industry experts, tailor a concept for a pop-up shop.

Abercrombie & Fitch HBCU Summit — *Participant*

August 2023

- Attended a two-day summit program focused on exploring career opportunities at Abercrombie & Fitch. Engaged in valuable networking sessions with both A&F employees and fellow HBCU students. Additionally, actively participated in a case competition alongside other HBCU students, collaboratively designing a mock collection for the brand.

Bain & Company: Freshman Leadership Accelerator, Chicago, IL — *Participant*

June 2022

- A leadership accelerator program designed for high-achieving college freshmen interested in the consulting field, in which we competed in a management consulting case competition and networked with Bainie consultants at the Bain & Company Chicago office.