

BREE BONAGOFSKY

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CREATIVE CURATOR

Motivated, self-starter with a finger on the pulse of the fashion zeitgeist with the innate ability to identify and communicate trends through unique, original reporting, in-depth interviews, commerce-driven shopping stories and fashion editorials. Media-savvy, creative curator with extensive knowledge and experience specializing in luxury and contemporary womenswear, menswear, accessories, fine jewelry, and bridal markets. Demonstrated ability to conceptualize and execute projects in a fast-paced work environment.

COMPETENCIES

- Photo Editing / Retouching
- Digital Photography
- Fashion Styling
- Apparel Construction
- Writing / Copy
- Creative Curation

TECHNICAL PROFICIENCIES

- Adobe Creative Suite: Photoshop/InDesign
- Search Engine Optimization
- Microsoft Office Suite
- Social Media Platforms: Instagram, Twitter, Facebook, Pinterest, SnapChat, YouTube, TikTok
- Wordpress
- Fashion GPS
- Google Suite

EXPERIENCE

Shopbop, New York, NY
Stylist Assistant

November 2022 - Present

Assisting the Shopbop styling team with sample coordination and photoshoot related duties. Tracking and managing inventory and samples through Fashion GPS.

- Collaborate with stylist to ensure appropriate pieces are pulled.
- Organize and merchandise the closet for style-outs and photoshoots.
- Assist with sample coordination for Shopbop editorial shoots.
- Check in and out samples, ensuring items accurately match the buy.
- Manage and track inventory and samples through Fashion GPS.
- Assist stylists on photoshoots.
- Ensure merchandise is returned with proper documentation and on deadline.

Freelance Stylist, New York, NY

September 2020 - November 2022

Contributed in styling e-commerce and editorial shoots as well as selecting market for various projects.

- Managed the creative direction of editorial photo shoots.
- Styled on-model and still-life editorial content.
- Produced market stories for fashion and beauty publications.
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New York Post, New York, NY

June 2012 - September 2020

Market Specialist July 2019 - September 2020

Collaborate in selecting the fashion market for editorial shoots, celebrity dressings and other

special features. Style fashion editorials and write meaningful content for print and web, including a monthly celebrity trend roundup, a weekly celebrity-inspired “Look for Less” sidebar, designer interviews, shopping, beauty and lifestyle stories, and DIY tutorials.

- Pitched, packaged and wrote market-based stories for the daily paper, online and Alexa.
- Produced weekly content across fashion, living and entertainment verticals for online, consistently resulting in large increase in site traffic.
- Styled and conceptualized on-model and still-life editorial shoots.
- Specialized in selecting market for special issues of Alexa, including fine jewelry and timepieces.
- Covered award shows and fashion events, writing engaging fashion copy and captions.
- Wrote commerce-driven shopping stories, working in hand with the commerce team to drive revenue growth and identify new opportunities to further expand our audience.
- Assisted editors with selecting and securing ready-to-wear, accessories and jewelry for editorial shoots and celebrity cover features.
- Developed relationships with vast database of designers, retailers, and PR teams.
- Contributed and helped managed social media content.
- Built and edited stories in Wordpress for the daily paper, online and Alexa.

Fashion Assistant August 2014 - July 2019

Contribute creative content through styling photo shoots, curating market features, and writing fashion, beauty and lifestyle stories while maintaining an organizational and supportive administrative role.

- Organized and maintained fashion closet.
- Developed trafficking system for monitoring and cataloguing incoming and outgoing samples that increased efficiency and communication internally and led to fewer errors and losses.
- Contributed regularly to the website, writing fashion, beauty, entertainment and lifestyle stories.
- Prepared samples for photo shoots and assisted editors on set.
- Collected credits for all fashion items featured in print and online.
- Created, updated and maintained a master contact list that significantly streamlined sample requests.
- Hired, supervised and mentored fashion interns.
- Provided support to editors by pulling and selecting ready-to-wear, accessories and jewelry for editorial shoots.
- Styled editorial shoots for the daily paper and online.
- Monitored courier and shipping expenses to determine annual budgets.

Freelance Fashion Assistant June 2012 - August 2014

Maintain a supportive role within the department, manage the fashion closet, secure samples and assist editors on photo shoots. Style and write fashion content for the daily paper and online.

- Managed and organized fashion closet.
- Scheduled couriers to transport samples used in photo shoots.
- Monitored and tracked incoming and outgoing samples used in fashion coverage.
- Scheduled and coordinated UPS shipments and pick-ups.
- Pitched and wrote stories for the daily paper and online.
- Assisted editors on photo shoots.
- Coordinated editors' transportation and travel accommodations.

EDUCATION

Oklahoma State University, Stillwater, OK

Bachelor of Science, Design, Housing and Merchandising