

KARSTEN RAYE MICKELSEN

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My professional experience spans business strategy, creative marketing, and corporate social responsibility. My passions lie within art and design, ethical fashion, and conscious consumption. Together, my interests and expertise fuel a drive to evoke thoughtful solutions from innovative ideas and fuse creativity with strategic insight throughout every project.

Work Experience

Boutique Manager, Vintage Clothing Resale | Heaven's Closet

Phoenix, Arizona | November 2022 – December 2024

- Utilized small-business consulting experience to guide shop owners through the operational and fiscal nuances within a niche industry, contributing to a \$150k revenue increase over two years
- Enhanced store performance with standardized employee onboarding guidelines and improved internal communication methods, therefore nurturing a productive and positive work environment
- Elevated social media content through strategy and execution to drive organic engagement, resulting in 40k new followers and high profile features on celebrity and influencer accounts
- Programmed the point-of-sale system to categorize inventory and maintained a log of sales metrics, enabling data-driven trend forecasting, more suitable buying decisions, and a >50% reduction in unsold inventory
- Strengthened brand loyalty among shoppers and sellers through personalized in-store experiences and the open exchange of industry insights and community resources

Graduate Intern & Analyst, Sustainability | GUESS, Inc.

Los Angeles, California | June 2021 – December 2021

- Authored a circular-systems design proposal and presented research and considerations to a panel of company executives, leading GUESS USA to restructure their brand narrative with sustainability at its core
- Coordinated cross-functional team members and external stakeholders through the completion of an innovative, full-scale textile recycling pilot program that solidified the company as an eco leader within the industry
- Collaborated with department heads to evaluate impact of corporate sustainability practices and produce a company wide sustainability training program that increase employee knowledge regarding sustainability
- Directed the use of data and imagery across communication materials to assure compliance with sustainability branding and industry-accepted ethical reporting standards

Brand Strategist, Marketing & Advertising | LaneTerralver (LT)

Phoenix, Arizona | February 2019 – September 2020

- Independently led a rebranding initiative and messaging framework workshop for a youth science initiative; additionally owned a brand architecture restructure proposal for an international golf and lifestyle brand
- Performed data gathering techniques and research methodologies to provide insights into target markets, consumer profiles, competitive landscapes, and market positioning
- Created strategy-specific deliverables for businesses in the transportation, healthcare, higher education, and entertainment industries

Independent Experience

Tailor & Designer | 6 years

Provide professional sewing services and fashion design skills to new and repeat clients

- Capabilities: hemming, mending, moderate to large-scale alterations, sketching, pattern-making, sampling, garment construction, digital design

Clothing Reseller | 1 year

Curate vintage garments and accessories for sale online with a consistent 5-star rating

- Job functions: inventory management, outfit styling, product staging, photography and photo editing, copywriting, and customer communication

Education

Arizona State University – Barrett, The Honors College | Marketing (B.S.), Psychology (Minor)

Tempe, Arizona | August 2015 – May 2019

- Honors Thesis: K, a model of couture resale fashion

Fashion Institute of Design and Merchandising | Merchandise Product Development (Professional Designation)

Los Angeles, California | October 2020 – December 2021

- Finalist: National Scholarship Competition – Business Challenge

Additional Skills

Adobe Creative Cloud (Photoshop, Illustrator, InDesign) | CLO3D CAD Software | Web Design & Development | Microsoft Suite (Word, Excel, Powerpoint) | Google Suites (Docs, Sheets, Pages)