

Brynn Gratton

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A creative, enthusiastic, and motivated graduate Fashion Marketing & Management student, Brynn has a strong foundation in marketing strategy, visual merchandising, trend analysis, and customer engagement. Passionate about delivering compelling brand experiences with a keen eye for detail and a drive for results.

Education

Fashion Marketing & Management – *Advanced diploma* – Fanshawe College

September 2023 – April 2025

- 3.9 GPA • SDG Certificate • Focus on sustainability, textiles, merchandising & branding
- Skilled in identifying customer needs through market segmentation
- Strong marketing skills including campaign planning, consumer behavior analysis, and brand storytelling
- Researched global fashion trends with a sustainability lens.
- Knowledgeable in textile construction, photography, styling, and digital/traditional illustration

Museum and Curatorial Studies – Western University

September 2020 – March 2023

- Strong time management and deadline adherence handling multiple projects
- Skilled in written, oral communication, and presentations with solid research experience
- Maintained 3.7 GPA while balancing heavy, conflicting course loads both in-person and online

Experience

Client Service Associate – Gravitypop

August 2025 – Present

- Delivered personalized styling and product recommendations in footwear and apparel
- Supported merchandising and seasonal campaign execution
- Built lasting client relationships with attentive, solution-focused service

Sales Associate – Live Chic

September 2023 – April 2025

- Analyzed trends and buyer behavior to influence purchasing and merchandising
- Built client relationships and exceeded sales goals through personalized service
- Attended trade shows to source products and inform seasonal buying decisions
- Knowledgeable in textile construction, photography, styling, and digital/traditional illustration

Educator – Lululemon

May 2024 – January 2025

- Delivered tailored product education and lifestyle guidance to guests
- Maintained visual merchandising standards and participated in community events
- Demonstrated brand values and inclusive communication in high-traffic settings

Hostess & Server – Talbot Bar & Grill

August 2019 – March 2021

- Proactive multitasker maintaining quality and supporting team success in fast-paced environments
- Demonstrated leadership by training new hires on corporate policies and customer service standards
- Managed workflow to optimize customer experience and operations

Volunteer Experience

Marketing Volunteer – Saffron Road

March 2025 – April 2025

- Partnered with Saffron Road over a two-month period to develop a targeted marketing plan focused on increasing in-store engagement and promoting Canadian-made fashion.
- Conducted market research and competitor analysis to identify key customer segments and positioning
- Created social media content, promotional strategies, and event concepts to increase brand awareness
- Collaborated with boutique staff to align marketing initiatives with store goals and customer experience
- Presented comprehensive marketing strategy combining digital and in-person tactics

Stylist Volunteer – Fanshawe College

April 2025

- Styled runway looks aligned with fashion trends and show themes in collaboration with designers and models
- Curated 5 cohesive, on-brand outfits for live presentation and photoshoot
- Supported event execution with last-minute styling adjustments and coordination
- Credited stylist in marketing materials and official show program
- Applied detailed styling to enhance brand image and visual storytelling

Assistant Stylist – Saffron Road

December 2024

- Assisted lead stylist in curating runway looks aligned with brand identity and show aesthetics
- Prepped garments and coordinated model fittings to ensure cohesion and readiness
- Supported backstage operations, managing quick changes and maintaining organization
- Credited as assistant stylist for collaborative contribution to event success

Event Planning Volunteer – *A Taste of Fashion*

March 2025

- Co-planned and executed a fashion and wine event highlighting Canadian brands and education
- Managed logistics including venue, guest list, and décor for a seamless guest experience
- Led digital promotion through social media and targeted outreach
- Developed event concept aligning fashion with wine education to drive engagement
- Raised funds for The Sharing Shop, supporting students in need at Fanshawe College

Visual Merchandiser Volunteer – *The Jump Off Boutique & St. Joseph's Hospital*

March 2024 & January 2025

- Designed seasonal window displays to boost visual appeal and drive foot traffic
 - Applied branding, color theory, and composition to create engaging visual stories
 - Completed freelance display for St. Joseph's Hospital, aligning aesthetics with audience goals
 - Collaborated with clients to tailor concepts and messaging
 - Managed timelines, materials, and installations for visual merchandising projects
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Skills

- Event planning from concept to coordination
- Nine years on Adobe Creative Suite: After Effects, Photoshop, Illustrator, Lightroom
- Visual/digital marketing & social media content creation
- Fashion trend forecasting & brand awareness
- Strong research, communication, and presentation skills
- Adaptable team player with deadline-driven problem-solving