

VAIL GAYLORD

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EDUCATION

BACHELOR OF FINE ARTS, FASHION MARKETING & MANAGEMENT

Savannah College of Art and Design (SCAD)

Expected Graduation May 2026

Savannah, GA

3.96 GPA, Dean's List, 2022 - Present

Academic Honors Scholarship, Student Recognition Scholarship, Achievement Honors Scholarship

SKILLS

Brand Strategy • Trend Forecasting • Market Research • Campaign Planning • Content Strategy • Brand Partnerships • Event Coordination • Data Analysis • Email Marketing • Project Management • Presentation Design • Event Planning • On-Site Management • Delegation • Conflict Resolution • Collaboration • Leadership • Creative Problem Solving • Adaptability • Decision Making • Effective Communication • Storytelling • Excel • PowerPoint • Word • Photoshop • InDesign • Canva • Figma

AWARDS

Silver Award Best Production Design for "Good-Man," Independent Shorts Awards

Dec 2025

Award of Excellence for Individual Achievement in Production Design for "Good-Man," Southern Shorts Awards

Dec 2025

PROFESSIONAL EXPERIENCE

BAILEY CLAIRE EVENTS

Freelance Event Planning and Coordinating

Feb 2026 - Present

Charlotte, NC

- Conceptualize events from initial vision through execution, managing timelines and logistics to ensure seamless event flow
- Direct day-of event operations, overseeing vendors and guest groups, quickly resolving issues to maintain a polished experience

ERLY SKINCARE

Freelance Content Development

Jan 2025 - Present

Manhattan, NY

- Coordinate with head of marketing to develop creative and engaging Instagram content, increasing following engagement

GOOD-MAN INDEPENDENT SHORT FILM

Production Designer and Costume Stylist

Jan 2025 - May 2025

Charlotte, NC

- Led production design and costume styling for the short film, collaborating and delegating with the director and producer
- Sourced set décor and wardrobes that aligned with the film's themes to enhance visual storytelling

REVOLVER CONSIGNMENT

Social Media Intern

Jun 2024 - Aug 2024

Raleigh, NC

- Achieved a 40% increase in Instagram followers in three months by prioritizing innovative content and consistent posting schedules
- Developed a comprehensive social media branding manual, outlining store-specific strategies to ensure cohesive messaging

MIGNONNE GAVIGAN

Marketing Intern

May 2022 - Aug 2022

Manhattan, NY

- Collaborated with head of marketing to launch a TikTok account, conceptualizing and producing content to expanded brand reach
- Conceptualized ad campaigns, curating and styling for photoshoots, by researching market trends and designing mood boards
- Conducted influencer research and outreach, strengthening brand partnerships to expand the target market and increase sales

FLEUR BOUTIQUE

Sales Associate

Jun 2017 - Aug 2021

Raleigh, NC

- Contributed to seasonal buying strategies, with insights and research on fashion trends and growing customer preferences
- Created engaging social media content to expand digital presence and drive online and in-person sales

VOLUNTEER WORK

YOUNGLIFE

Leader and Mentor to High School Girls

Jan 2024 - Present

Savannah, GA

- Organized and led a group of high school girls twice a week, providing mentorship and prioritizing female community
- Established and maintained new connections with students from underrepresented high schools in Savannah

CERTIFICATIONS

Adobe Certified Professional in Visual Design using Adobe Photoshop • Excel Essential Training LinkedIn Certified

