

ALYSSA DEL VALLE BJORÅ

(405)821-8200 | hello@alyssadelvalle.com | alyssadelvalle.com

EDUCATION

Parsons School of Design, The New School

BBA Strategic Design and Management
Fashion Communication Minor

Parsons NYC: 2016 - 2018

Parsons Paris: 2018 - 2020

SKILLS

- Adobe: Photoshop, InDesign, Illustrator
- Microsoft: Excel, Powerpoint
- Google: Sheets, Drive, Docs
- Meta Ads Manager
- Joor, NuOrder, Brandboom
- Social Media Management
- Website Design / Optimization
- Canva
- Creative Content
- Visual Merchandising
- Project Management
- Client Communication
- Showroom Management
- Event Coordination

EXPERIENCE

Marketing Coordinator

Verbode, Oklahoma City OK | 2020 - Present

Led impactful digital and print marketing campaigns to enhance brand visibility and drive lead generation, including refining website design and producing diverse marketing content. Executed effective social media strategies and designed engaging newsletters, email campaigns, event graphics, signage, and other promotional materials. Developed and managed paid advertising initiatives through Meta Business Suite and curated bi-monthly local art shows to strengthen community engagement.

Showroom Sales Assistant

CD Network, New York NY | Feb. 2024, Sept. 2024

Freelance Sales Assistant: Managed sales appointments for Hannah Artwear and assisted with sales for Soeur, Garrett Leight, and Mr. Leight collections. Welcomed buyers, led collection walkthroughs, documented buyer notes via Joor, and upheld showroom presentation and merchandising standards. Supported brands with visual merchandising, styling, and photography, ensuring an engaging showroom experience.

Showroom Assistant

Linc Agency, New York NY | June 2024

Freelance Sales Assistant: Collaborated with showroom team to present PS25 for various collections, assisting with setup, takedown, and maintaining a well-organized, visually appealing space. Supported visual merchandising and styling efforts to enhance buyer experience, and assisted with the sales process by facilitating buyer notes through Joor and Brandboom.

Assistant Fashion Consultant

Lux & Bee, Paris France | 2019 - 2020

Managed schedules for Bloomingdale's retail buyers during Paris Fashion Week, overseeing logistics to ensure seamless appointments and event participation. Led the creative direction for newsletters and client communications, enhancing brand engagement. Sourced emerging fashion brands, attended buying appointments, and coordinated exclusive Fashion Week events to optimize buyer experience and brand relations.

Showroom Assistant

Roksanda / Tibi / Chinti & Parker / Malone Souliers

Paris France | 2018 - 2019

Showroom Assistant Intern: Supported Tibi, Roksanda, Malone Souliers, and Chinti & Parker collections in their Paris Fashion Week showrooms, delivering impactful visual merchandising, styling, and brand presentations. Welcomed buyers, organized line sheets and lookbooks, and contributed to showroom efficiency, ensuring successful market operations and buyer experiences.

Retail, Buying Assistant

Gretta Sloane, Oklahoma City OK | 2016

Contributed to Gretta Sloane's visual merchandising and managed wholesale appointment scheduling. Attended New York Fashion Week showroom appointments, ensuring efficient time management, and organized photos and notes during appointments.