

TAYA JULET KOL

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RELEVANT EXPERIENCE

Creative Direction Program – *Vogue College of Fashion* *London | June 2025*

- Developed a personal brand identity and executed a full collaboration project, creating a product line and launch strategy that showcased brand building, creative conceiving, and experiential activation.
- Directed creative vision in a cross-disciplinary Vogue College team to conceptualize a full September 2025 issue, while deepening expertise in luxury standards, consumer insights, and brand storytelling.

Brand Coordinator – *Study in Portugal Network* *Madison, WI / Hybrid | Sept 2023 - May 2025*

- Designed digital and print marketing assets in Adobe Suite/Canva for outreach and marketing initiatives, ensuring brand consistency across all client-facing platforms.
- Increased program applications by 60% through digital outreach initiatives and on-site marketing campaigns.
- Advocated for program expansion, presenting research that broadened academic department eligibility.

Marketing, E-commerce, and Design Intern – *Frasier Sterling Jewelry* *Houston, TX | May 2024 - Aug 2024*

- Designed outreach assets in Adobe Creative Suite and directed short-form content creation (Reels/TikToks) to support influencer campaigns, ensuring alignment with brand identity and campaign messaging.
- Executed social media campaigns and influencer outreach, landing high-profile placements with celebrities (Justin Bieber, Addison Rae, Alex Cooper) and retailers (Anthropology, Bloomingdales, Staud).
- Managed branded PR boxes and samples while analyzing trends and performance to optimize strategy and ensure timely, brand-aligned delivery.

Digital Operations Consultant – *Predictive Advisors* *Remote | Jan 2024 - Aug 2024*

- Synthesized survey data in excel from 500+ leaders, producing actionable insights to inform project direction.
- Created client-ready visual assets and presentations in Adobe that translated complex data into engaging stories for C-suite audiences.

Operations Manager – *Myles Teddywedger's* *Madison, WI | June 2023 - May 2024*

- Maintained brand standards while overseeing front- and back-of-house operations, ensuring consistency in service and presentation.
- Created schedules, managed POS systems, tracked finances, and managed inventory.

Style Advisor & Visual Merchandiser – *Aritzia* *Houston, TX | May 2021 - Jan 2021*

- Replenished inventory and organized merchandising archives, ensuring displays remained elevated and accurate.
- Provided product styling and merchandising insights, informing seasonal adjustments to maximize sell-through.

SPECIAL ACHIEVEMENTS

- **Published Editorial** - Authored an editorial on AI, creativity, and human connection, inspired by a creative direction project, published by Vogue College.
- **Emerging Talent Award** – Recognized for innovative brand collaboration and design work in the Condé Nast College Creative Direction Program.
- **Sold-Out Jewelry Collection** - Launched a limited-edition collection end-to-end, blending market research with creative direction, selling out entirely on launch day.

EDUCATION

University of Wisconsin–Madison – B.S. Consumer Science & Marketplace Studies *May 2025*

Certificates: Digital Studies, Entrepreneurship, Graphic Design; Google GA4, Inside LVMH

University Institute of Lisbon (ISCTE) – Study Abroad Program, Business and Marketing Student *Spring 2023*

Condé Nast College of Fashion & Design – Creative Direction Program, London, UK *June 2025*

The Avenue Cookery School – Culinary Student, London, UK

