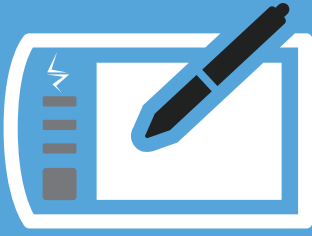


LAMAR REAVES



CONTACT

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- Lamarreaves.com
- linkedin.com/in/lamarreaves/

<https://www.coroflot.com/Lreaves/>

EDUCATION

Academy of Art University
Bachelor of arts / *Industrial Design*
08/2000 - 05/2004

School of Communication Arts
Associates Degree / *Animation*
04/1999 - 07/2000

Howard Perry & Walston
Real Estate Courses & License
07/2007

MAIN SOFTWARE

- Photoshop
- Illustrator
- Premiere Pro
- Microsoft Office
- Autocad
- Matterport 3D scan
- Adobe Creative Suite

INTEREST









- Art/Design
- Real Estate
- Sports
- Investing
- Economics
- Comedy
- Photography
- Writing
- Film making

IF YOU CAN DREAM IT...I CAN DESIGN IT!

PROFESSIONAL SUMMARY

Helping organizations reach their goals through marketing, design, sales, customer service and business development.

EXPERIENCE

- 
Director of Merchandising and Design Mar. 2020 - Present
Fisll.com FISLL Social Impact Brand
 - Lead product line development for FISLL branded and licensed apparel (NBA, MLB, NCAA.)
 - Build new and improve relationship with licensors
 - Implement new retail channels to help expand retail presence
- 
Design Team Manager Sept. 2019 - Feb. 2022
foundersport.com Founders Sport Group division at Badger sportswear
 - Managed graphic and apparel design team.
 - Set direction for seasonal sports programs and catalog development.
 - Implemented new product categories that increased gross revenue by 10%.
- 
Marketing & Design Director Jan. 2017 - Sept. 2019
Whitewaterlife.com White Water Gear
 - Assisted in launching the fishing apparel lifestyle segment.
 - Invented new patented technology for performance fishing gear.
 - Developed a marketing and social media plan that increased online sales by 600%.
- 
Lead Activewear Designer/Merchandiser May 2014 - Jan. 2017
Hanes.com HANES
 - Managed the development of seasonal active wear lines.
 - Created merchandising presentations to present to retailers buyer associates.
 - Expanded retail product lines to become top performers in Walmart and Target stores.
- 
NBA Team & Brand Designer/Merchandiser Aug. 2008 - May 2014
NBA.com / [NBA@Knights Apparel](mailto:NBA@KnightsApparel)
 - Researched market trends at various segments to develop retail strategies.
 - Created merchandising plans to present to NBA marketing team & retail executives.
 - Implemented NBA Team/Brand apparel lines for mass market retailers.
- 
Marketing & Design Coordinator Mar. 2007 - Aug. 2008
Playersunionsports.net/ Players Union
 - Managed and implemented Sponsorship programs.
 - Cultivated relationships with prospective customers & clients to expand partnerships
 - Directed team sports promotional campaigns for collegiate and high school programs.
- 
Graphic/CAD Designer Mar. 2006 - Mar. 2007
Arcadiaengineers.com/ Arcadia Engineers
 - Artist for the civil engineering team.
 - Assisted in developing site plans, renderings and map layouts for builders.
 - Created presentations for various real estate projects.
- 
Apparel Designer July 2004 - Mar. 2006
Rocawear.com/ Rocawear
 - Athletic wear designer for Team Roc sports division.
 - Assisted in implementing a new shoe product segment.
 - Assisted in developing marketing plans for select product segments.

CONTRACTED CLIENTS INCLUDE •Coca-Cola •BET •Michelin •NHL •NCAA •NBA

PRIMARY SKILLS

- | | | |
|-----------------|------------------------------|---------------------------|
| -GRAPHIC DESIGN | -VIDEO EDITING | -SALES |
| -PRODUCT DESIGN | -DESIGN DIRECTION | -CUSTOMER SERVICE |
| -APPAREL DESIGN | -VISION CASTING AND STRATEGY | -BUSINESS DEVELOPMENT |
| -MERCHANDISING | -PROJECT MANAGEMENT | -ORGANIZATIONAL STRUCTURE |
| -BRANDING | -TEAM BUILDING | -TEAM MANAGEMENT |
| -MARKETING | -PRESENTATIONS | -SOCIAL MEDIA MANAGEMENT |