



Claire Gibson

clairegibson.info | 980.322.1379 | cegibso2@gmail.com
1035 William Ave, South Lake Tahoe, CA 96150

education

North Carolina State University
MS | Textile + Fashion Design
2015 - 2017

BS | Fashion + Textile Management
2011 - 2014

skills

Practical

- Project Management
- Trend Research
- Communication
- Color + Material Development
- Marketing
- Logos / Brand Elements
- Print + Editorial Design
- Infographic Design
- Digital Asset Design
- Copywriting
- Social Media
- Fashion Illustration
- Contract Negotiation
- Visual Merchandising
- Product Line Management
- Sustainability + Assessment

Technical

- Shima Seiki Apex3
- Adobe Creative Suite
- Trello + Wrike
- Microsoft Office
- Kaledo + Gerber
- Hootsuite
- Sprout Social
- Google Marketing Platform
- Google Analytics
- Wix
- Mac + PC Systems
- Qualtrics
- SAS

about

An experienced designer, fabric developer, merchandiser and researcher with a focus on sportswear, activewear and outdoor apparel. I pride myself in my strong work ethic, creativity, and determination to bring innovative products, designs, and materials to the market. I thrive when challenged and welcome any opportunity to implement and expand my knowledge, skills and abilities in the creative world each day. Currently seeking opportunities in apparel and textiles.

employment

Newell Brands Technical Apparel | Marmot + ExOfficio

Sustainability and Innovation Manager | May 2018 - October 2018

- Led research and development on fabric and apparel innovation projects to bring them to market.
- Led Responsible Down Standard certification for all down products across Marmot + ExOfficio lines.
- Led benchmarking for incorporation of bluesign system fabrics and trims to increase usage season over season.
- Managed Innovation + Sustainability team by on-boarding and training, promoting professional development, and facilitating project execution.
- Managed budget for department projects and organize travel logistics for team members.
- Developed and implement sustainability policies as well as set strategic goals and benchmarks for design, material, and marketing teams.
- Worked closely with marketing and sales on communications for video, articles, press releases, talking points, and internal training documents.
- Functioned as company spokesperson for B2B and consumer-facing publications both in written, video format and during sales meetings and tradeshow events.
- Incorporated consumer and athlete feedback into project direction for cross-functional teams.

Raw Materials Specialist | January 2017 - May 2018

- Led research, development, sourcing, strike off approval and color execution of innovative materials for ExOfficio + Marmot sportswear, activewear and intimates lines.
- Developed and maintained strategic partnerships with 40 fabric mills and garment factories including price and shipping term negotiations.
- Worked cross-functionally with design and category management on merchandising development, and cost decisions to execute overall brand vision.
- Coordinated with planning teams to ensure the on-time delivery of all sample and bulk production fabrics.

Sustainability Coordinator | September 2017 - May 2018

- Chaired sustainability goal setting, policy implementation, and assessment.
- Ensured regulatory compliance for materials, sustainability, and chemical management.
- Consulted with industry groups to maintain awareness of sustainability issues and initiatives.
- Educated internal cross-functional teams on initiatives and impacts of design and sourcing decisions to create company alignment and execution of long-term sustainability vision.
- Educated external sales force of 150 on key brand and sustainability initiatives and market trends.



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projects

Evaluation of the Higg Index 2.0 + Sustainability Assessment Tools *Fall 2016*

Thesis research to evaluate sustainability assessment tools, including the Higg Index 2.0, and provide analysis regarding utility and relevance. Results were based on a qualitative and quantitative industry survey.

Patagonia Eco-Innovation Case Competition *Spring 2016*

Developed an innovative material and marketing solution to an apparel sustainability challenge facing Patagonia. Worked cross-functionally with Textile Engineers, Textile Chemists, and MBA students on solution and presentation.

certifications

- Hubspot Inbound Certification
- Google AdWords Fundamentals
- Google AdWords Mobile Certification
- IRC Social Systems Auditor

extras

Google Academy for Ads Continuing Education *April 2018 - Present*

Phi Kappa Phi Honor Society *Fall 2016*

employment

Under Armour

Color + Materials Intern | May 2016 - August 2016

- Innovated material development process by developing a digital fabric library and color development method that assisted with marketing and sales process.
- Digital knitting design for activewear tops specifically crossdye heathers and gradient designs.
- Assisted with conceptual knit and woven material color development for design teams resulting in reduction of lab dip requests through digital visualization of color selections.
- Worked with Lighthouse Innovation team on sample Shima Seiki Apex3 knitting pattern for footwear uppers.

North Carolina State University

Graduate Teaching Assistant | May 2015 - December 2016

- Assisted with evaluations and class planning for Visual Merchandising, Global Business Dynamics, Retail Merchandising, Retail Buying, and Introduction to Design.
- Guest lectured Global Business Dynamics classes on government relations and sustainability.
- Assisted with execution of on-campus events with the Retail Merchandising classes.

Sierra-at-Tahoe Resort

Experiential + Sponsorship Marketing Manager | September 2019 - Present

- Negotiated, coordinated and executed year-round events, promotional and sponsorship opportunities with brands including Subaru, KIND, Red Bull, B4BC, Dragon Alliance, SLVSH and Wells Lamont.
- Managed the Marketing + Events Coordinator to foster event planning, marketing and design skills by guiding them on event management and collateral development.
- Participated in re-brand during the summer of 2019 and campaign development that included new brand tone, assets, and marketing strategy.
- Executed graphic design projects for external and internal use including ads, social media collateral, signage and GIFs.

Social Sales Manager | October 2018 - September 2019

- Managed sales programs and promotions with local businesses in the northern California area.
- Supported marketing team with ad creation, collateral development and branding by working closely with Digital Marketing Manager and Public Relations and Communications Manager.

Graphic Design + Marketing Consultant

August 2016 - Present

- Developed branding, print media, and digital content for start up companies in the outdoor, construction, wedding, sales, fashion, computer science, and beer industries.
- Consulted on social media and branding strategy creating increased brand recognition and consistency across media messaging.



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references

Professional

Alison Fisher | Newell Brands Technical Apparel
Senior Global Category Manager - Sportswear
alison.fisher@newellco.com
714.336.2622

Sarah Sherman | Sierra-at-Tahoe Resort
Public Relations + Communications Manager
ssherrman@sierraattahoe.com
818.640.5656

Katie Hawkins | Outdoor Alliance
Outdoor Recreation Advocate
khawkins024@gmail.com
530.414.0388

Jordan Stokes | The North Face
Trims Developer
jmcstokes25@gmail.com
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Michael McDonald | SPESA
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Shelley Baltazar | Land's End
Senior Outerwear Designer
shelleynf@gmail.com
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Personal

Lauren Frederick | TLS Holdings
Graphic Design + UI/UX Project Manager
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Kathleen McIntyre | Tahoe Regional Planning Agency
Forest Health Program Manager
kathleenbmcintyre@gmail.com
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