E. Ryan Santamaria

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Experience

Fashion Stylist (Editorial, Wardrobe, Runway), Freelance April 2026 - Present

- Styled 3+ editorial photo shoots monthly for established vintage retailers, vendors, and creative businesses, developing wardrobe concepts, outfit compositions, and visual narratives aligned with brand identity, target audience, and creative direction.
- Collaborated with photographers, creative directors, models, and production teams to execute styling direction, coordinate wardrobe changes, and deliver cohesive editorial, campaign, and social media imagery.
- Conducted wardrobe consultations and closet audits, developing personalized styling guides, outfit recommendations, mood boards, and curated shopping selections based on clients' lifestyles, aesthetic preferences, and event needs.

Fashion Buyer & Stylist, 2nd Street USA June 2025 - Present

- Evaluated, authenticated, and purchased 500+ luxury and contemporary apparel, footwear, and accessories weekly, leveraging trend forecasting, product knowledge, brand expertise, and resale market insights to curate commercially relevant inventory.
- Managed processing, organization, and merchandise preparation of 250+ units weekly, maintaining efficient inventory flow while ensuring garments are accurately categorized, presentation-ready, and aligned with store merchandising standards.
- Executed visual merchandising and styling for mannequins, storefronts, and floor sets, curating 20+ pieces per floor set to create cohesive outfit stories, highlight key products, reflect seasonal trends, and drive customer engagement.

Marketing Lead & Head Stylist, SJSU Fashion Creatives Feb. 2024 - Mar. 2025

- Led marketing and styling direction for 4 fashion runway shows, coordinating 125+ models and collaborating with 12+ designers to translate collection concepts into cohesive runway presentations.
- Developed mood boards, styling concepts, garment selections, and accessories while leading fittings, wardrobe coordination, and model preparation for runway productions.
- Collaborated with creative leadership, production teams, designers, photographers, and talent to execute fashion content and live experiences generating 1.5M+ social media views.

Marketing Intern, Union Square Alliance Mar. 2025 - May 2026

- Supported fashion, luxury retail, and consumer marketing initiatives across Union Square's 27-block district, coordinating with luxury brands, retailers, creative teams, and community stakeholders to execute high-profile activations.
- Collaborated with Levi's, Maison Margiela, The RealReal, and other retail partners on store openings, product-focused activations, fashion events, and consumer experiences, supporting brand visibility and customer engagement.
- Supported production and execution of 150+ retail events, store openings, and cultural activations by coordinating timelines, logistics, vendor communications, brand requirements, and on-site operations.

Skills

Fashion Styling | Editorial Styling | Wardrobe Styling | Runway Styling | Styling Direction | Creative Direction | Visual Merchandising | Fashion Buying | Trend Forecasting | Luxury & Contemporary Fashion | Brand Activations | Fashion Event Production | Retail Marketing | Brand Partnerships | Product Curation | Garment Preparation | Fittings & Wardrobe Coordination | Photo Shoot Production | Client Styling | Fashion Content Creation | Cross-Functional Collaboration

Education

San Jose State University, San Jose, CA - *Bachelor of Science in Business Administration, Concentration in Marketing*

Certificates

LVMH — *Creation & Branding; Retail & Client Experience* | Università Bocconi — *Management of Fashion & Luxury Companies* | Hootsuite — *Social Media Marketing* | HubSpot — *Content Marketing* | LinkedIn — *Communication Foundations*