APRIL DAVIS

CREATIVE OPERATIONS | PROJECT & PRODUCTION COORDINATION

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PROFESSIONAL SUMMARY

Creative production and styling professional with 10+ years supporting commercial, editorial, and e-commerce photography. Coordinates schedules, talent, vendors, samples, and production documentation in high-volume environments. Earlier apparel development experience includes tracking submissions and approvals across internal and overseas teams. Brings organized follow-through, clear communication, and practical problem-solving to creative operations.

CORE CAPABILITIES

Creative production coordination | Production calendars and call sheets | Deadline and approval tracking | Vendor and talent communication | Apparel and sample logistics | Creative brief execution | Asset organization | Shoot budget and expense tracking

PROFESSIONAL EXPERIENCE

CARTER'S | Freelance Pin Up Stylist / Studio Production Support
August 2017-Present | Atlanta, GA

- Support approximately five specialty photography productions weekly, coordinating photographers, models, freelance assistants, talent agencies, and internal production partners.
- Create and maintain call sheets, production calendars, shoot schedules, and documentation; assist producers with talent scheduling and changing production needs.
- Prepare products against creative briefs, prioritize urgent samples by delivery date, and communicate schedule changes and resource needs to art directors and producers.

STITCH FIX | E-Commerce Photo Stylist / Pin Up & Magboard Stylist
June 2021-Present | Lithia Springs, GA

- Prepare and style apparel and hard goods for high-volume photography; collaborate with photographers and production partners to maintain product readiness and daily workflow.
- Use Brandfolder, FlexPLM, and Creative Force (Kelvin) in studio workflows; train contract preppers on preparation standards and organized handoffs.

KERWIN DAVIS PHOTOGRAPHY STUDIOS | Freelance Stylist / Production Support
October 2016-Present | Atlanta, GA

- Support commercial, editorial, lifestyle, and branded projects through creative planning, sourcing, preparation, scheduling, and on-set coordination.
- Coordinate wardrobe, props, purchases, rentals, and returns; communicate with clients, photographers, vendors, and freelance partners.

CARTER'S | Color Development Coordinator
June 2015-July 2017 | Atlanta, GA

- Tracked submissions, approvals, and product-development records across internal teams, offshore offices, and China-based manufacturing partners using PLM systems.

ADDITIONAL EXPERIENCE

Style by April | Freelance Fashion Stylist & Creative Production Coordinator | 2010-Present
Coordinate wardrobe, props, creative references, and production logistics; track shoot budgets and expenses.

TOOLS & EDUCATION

Excel, Outlook, Teams | Google Workspace | Slack | Milanote | Brandfolder | FlexPLM | Creative Force (Kelvin)
Bachelor of Science, Fashion Merchandising and Design | American InterContinental University