
ASHLEY BORDERS

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www.buterradish.com

OBJECTIVE

Freelance Stylist for Film and TV

WORK EXPERIENCE

Costume Designer/Hair and Makeup for TV/Film

Freelance

Projects include multi national companies and firms from around the world. Worked in Dubai, Abu Dhabi/UAE-Doha, Qatar-Bahrain-Muscat, Oman-Capetown, South Africa-Singapore-Hong Kong-Los Angeles-New York City-Savannah

- "Yellow"-feature film by Nick Cassavettes (director of "The Notebook")
- "The Neighbor"-Feature film by UAE's first female director Nayla Al Khaja
- "Ripple in the Water"-short film 2019
- Dubai World Cup Opening Ceremonies (2008/2009/2010/2011)
- Gulfstream Aerospace (Geneva, Paris, USA) (Com,film,print,online)
- Pepsi International (Com)
- Pizza Hut (Com)
- Boeing Intl (Com)
- Sorbonne University Paris (Com)
- Jumeirah Group Intl (Com)
- Dubai Properties (Com)
- Middle Eastern Breast Cancer Awareness Ads/Videos (winner of 6 Gold NYC Film Festival awards)
- Philadelphia Cream Cheese Intl (Com)
- Nakheel Realty (Com)
- Dolphin Energy (Com)
- Mubadala (Com)
- Etisalat Telecom (Com)
- "Unlock Your Life" (TV series)
- Saachi and Saachi (print)
- US Embassey UAE (print)

Art Director/Set Design

Freelance

Worked in Dubai/Abu Dhabi, UAE-Doha, Qatar-Bahrain-Muscat, Oman-Singapore-Los Angeles-New York City-Savannah. Projects Include:

- General Motors,GM Traverse (Com)
- GM Tahoe (Com)
- GM Malibu (Com)
- GM Cruze (Com)
- General Motors International (Com)
- Pizza Hut (Com x3)
- Nestle (Com,Print Ads)
- Sprite (Com)
- Rainbow Milk (Com)
- Pepsi World Cup South Africa (Com)
- Gillette Razors (Com)
- Raid (Com)
- Dubai Properties (Com)

- Ferrari Intl (Com)
- Sama Dubai (Com)
- Emirates Airlines (Comx4-Inflight videos x2)
- Renault (Com x3)
- Abu Dhabi Tourism Authority (Com, Short Film)
- Hyundai (Com x3)
- Damac (Com x2)
- Jumeirah Group (Com x5)

Stylist and Image Consultant

01/2014

- Acting Stylist for International internal and external marketing campaigns for Gulfstream's complete fleet of aircraft (fashion and hair and makeup)
- Personal stylist and image consultant for private and corporate clients (Colonial Oil, Wells Fargo, Sony Music) (re-creating hair and makeup styles, wardrobe options and outfit selections for different work related functions)
- Stylist (hair/makeup and wardrobe) for past events, company uniforms (Lacoste) and celebrity appearances for SCAD
- Created and executed several charity fashion shows for Goodwill Industries; including re-purposing workshops and in-store styling events and all model hair and makeup
- Corporate stylist for marketing campaigns (print, video, online) Work closely with marketing teams to provide the appropriate look and feel that they want their company to portray through advertisements
- Stylist for the Sean Parker Institute -Nobel Peace Prize Candidates
- Stylist for international campaigns for "OurSkinny"
- Creative Director and event designer for SwampFox Farms venue
- Image consulting for music and tv artists (Hair, makeup ,fashion)

CEO/Designer and Co-Owner

07/2019

Butter Radish, Savannah, GA USA

- Manage relationship with manufacturing factory in Kentucky
- Oversee all order full-fillment and inventory
- Design and create samples for each line (2 a year)
- Build and manage company website and all e-commerce
- Create all PR strategies and implement them
- Business development with new sales outlets and boutiques

Fashion Editor

04/2014 - 09/2018

South Magazine, Savannah, GA

- Organize and plan editorial photo shoots with magazine staff for bi-monthly publication
- Personally acted as fashion and hair and makeup stylist for photoshoots, editorial and advertising
- Handle crediting and fashion product placement
- Liaison between magazine and local fashion boutiques and corporate fashion offices
- Create and write editorials on current issues in the fashion industry for print and online
- Co-ordinate with modeling agencies, make-up artists, photographer and location managers for all projects (in studio and on location)
- Act as a representative for the magazine at local events and fund raisers

Associate Vice President of Corporate Communications

09/2012 - 01/2014

Medient Studios

- Organize and plan local media
- Handle PR reports and press releases
- Organize and maintain relationships with film studio and community through outreach to local organizations, schools, companies and charities
- Liaison for all incoming company VIPs and celebrities
- Point of contact for all new employees to Savannah and south Georgia

- Establish and maintain media contacts
- Arrange weekly media engagement and journalistic reports for CEO
- Organize and build relationships with local film unions and film department crews
- Create and execute entertainment plans for visiting Studio employees and guests

CEO/Designer/Owner

01/2006 - 07/2011

Bedouin, Dubai, India USA

- Designed a total of 10 collections
- Implemented the manufacturing and production of 2 collections per year through factories in India and UAE
- Managed all customs and duty paperwork for international shipments
- Managed internet sales and inventory and full-fillment
- Established sales relationships with international boutiques and resorts
- Managed one employee who worked sales, advertising, media and branding
- Created and managed company website and online sales through e-commerce
- Managed and created the Bedouin Foundation- through the outreach and investment in rural communities in developing nations. Teaching of sustainable skills and basic services to promote a stable future micro economies (schooling, food, clean water, health services, basic skills)
- Bedouin won the American Express award for young entrepreneurial endeavors and philanthropy in 2010
- Styled and executed all company photoshoots (photography, hair and makeup and wardrobe)

Business Development Manager

02/2006 - 02/2007

MacMillan Adam, Dubai UAE

- Created and prepared client agreements and negotiated pricing and service agreements.
- Conducted research to identify new markets and customer needs.
- Managing the deals between the clients and the film company
- Cold calling to arrange meetings with potential customers for new business.
- Excelled in an extremely competitive foreign language environment requiring cold calling and consistent follow up with multi-national companies (Middle East, Russia, South Asia, Africa)
- Managed relations and communication between clients and company directors and creative staff

Intern

05/2004 - 09/2004

Jil Sander, Hamburg, Milan Chicago

- Helped with daily duties and responsibilities of management team at an international fashion house
- Worked backstage during fashion market events
- Helped with in store display design in company boutiques around the world

EDUCATION

Wofford College Spartanburg, SC

2000 - 2004

BA in International Business, GPA: 3.5

- Also attended :
- Universite de Dakar (Dakar, Senegal-Afrique du Nord Ouest)
- London School of Economics (London, England)

SKILLS

- Photoshop
- Excel
- Microsoft Office
- Website building
- Public Speaking
- French (written and spoken)
- Arabic (conversational spoken)
- Intercultural sensitivity (customs, expectations, practices of high importance depending on the region)

- Navigating foreign environments successfully and safely
- Seasoned solo traveler (over 23+ countries)
- International Customs and Duties rules and regulations
- Trained Hair and Makeup artist from Makeup Forever Studios (Dubai, UAE)