

# STYRA GOLDBLATT

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## EDUCATION

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### The University of Texas at Austin

May 2028

*B.S. in Textiles and Apparel; Minor in Entrepreneurship*

- University Honors; 4.0 GPA

## EXPERIENCE

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### Styra Reese Designs, Inc.

April 2020 - Present

*Founder, Creator, President*

- Built and scaled a design-driven consumer products brand generating \$21.6K+ in revenue, serving 285 customers across 34 U.S. states
- Transform original artwork into consumer-ready apparel and accessories
- Grew digital brand presence to 12K TikTok followers while managing all business operations, including marketing, product development, logistics, and customer experience

### Hemline

December 2024 - Present

*Sales Associate and Stylist*

- Style and photograph 10+ outfits per shift for social media and product promotion
- Deliver personalized styling and execute merchandising and POS transactions in a boutique retail setting

### Alpha Epsilon Phi

November 2025 - Present

*Apparel Chair*

- Lead design and distribution of chapter apparel for 300+ members, generating \$23.6K in merchandise sales
- Coordinate vendor pricing, bulk orders, and delivery timelines for high-volume apparel drops

### 3V Creative Productions

September 2025

*Back of House Production Volunteer*

- Supported back-of-house operations for designer shows by Sergio Hudson and Prabal Gurung
- Helped bring final runway moments to life through managing check-ins, model escorts, and quick show transitions

### Camp Agawak for Girls

June 2023 - August 2025

*Olympic Day & Final Four Commissioner ('25), Counselor (2023-'25)*

- Planned and executed themed games, team reveals, and competitions for 200+ campers, keeping energy high all summer; designed official Final Four event shirts to enhance team identity and camp spirit
- Served as counselor for three cabins totaling 30+ girls aged 11–14 over three summers, managing daily activities, well-being, and summer programming
- Designed and implemented signature programs, including painting workshops and G.I.V.E. (Get Involved, Volunteer Everyday) to promote creativity and community service

## LEADERSHIP & COMMUNITY INVOLVEMENT

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### University Fashion Group, PR Director

September 2024 - Present

- Maintained donor relationships and supported planning and execution of an annual fashion capstone show for 295+ attendees in collaboration with UT Austin Textiles & Apparel students

### Runway of Dreams, Executive Director of Social Media/Marketing

November 2025 - Present

- Coordinating social media campaign strategy and mentoring committee members to promote our annual inclusive fashion show for individuals with disabilities

## SKILLS

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- Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Procreate, CLO 3D, drawing and sketching, garment construction, pattern-making