

ALYSSA TOWNING

Heyman Talent
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PROFESSIONAL SUMMARY

4 years of experience in the challenging fast pace environment of the modeling industry, distinguished in marketing/promoting of products and clothing through campaigns, editorials, e-commerce, print, commercial, and runway for a diverse range of clients while maintaining discipline to keep up with deadlines, bookings, travel and castings, all with complete dedication to punctuality and positive attitude. Booked and casted for companies and brands such as Under Armor, Luli Fama, Nasty Gal, Aqua Bendita, Bebe, RVCA, American Beauty Star, Joma Sport UK, Tatler Philippines magazine, True Religion, Lilla Rose, Beauty Blender, Treats! Magazine, etc. Also served lively and energetic crowds at an upbeat restaurant lounge, managed front desk operations for a luxury spa as a receptionist entailing duties such as consulting customers on services and pricing, managing phone calls and appointment schedules, beginning customers on treatments, and processing customer payments. Supervised a team of sales associates on a busy sales floor ensuring quality customer service and the management of store inventory and displays; open and closed the store, and reconciled the cash register at closing.

- Fashion Marketing & Retail
- Sales
- Productivity and Delegation
- Front Desk Management
- Multitasking
- Analysis
- Resource, Operations and Data Management
- Customer Service
- Reception
- Microsoft Office Suite
- Assessment and Evaluation
- Communication and Creative Thinking

FRONT MANAGEMENT - Miami 2018- current

Model

- Worked extensively on editorial for Tatler Philippines Magazine
- Remained on top of time management for castings/booking itineraries
- Booked consistent work in print and runway such as Miami Swim Week for Poema Swim and campaign with Oceanus Swim
- Memorized scripts for commercial film work
- Promoted luxury products during photo shoots, brand events, and publications
- Studied and mastered backstage routines and schedules to better optimize runway show appearances

WMM MODELS WORLDWIDE MANAGEMENT - Milan, Italy/ Sofia, Bulgaria 2018

Model

- Conducted regular video interviews to meet with mother agents overseas regarding placement and travel
- Remained focused on exposure to international markets
- Began social media marketing under management direction

- Continued to improve agency book through working and building connections all over Los Angeles for diverse range of clients such as Jacky Tai Bridal, Laer Brand, Vine & Hue Clothing and Lifestyle, FAQ Clothing, Dainty Box Jewelry, etc

VISION MODEL MANAGEMENT - Culver City, Los Angeles CA 2017

Model

- Collaborated openly with agency team on career advisory, contracts, and direction
- Associated and maintained connections with top fashion photographers, makeup artists, stylists, designers and casting directors
- Attended all test shoots on time scheduled by agency to improve and build personal brand as well as agency portfolio
- Traveled frequently for bookings with clients such as True Religion, BEBE, Are You Am I, RAGA, Christy Dawn, Goop, Six Wolves, West Brands, etc
- Sharpened organizational skills by tracking payments, work and travel schedules while consistently maintaining personal health
- Practiced time management to meet deadlines and work well under pressure during production

OTTO MODEL MANAGEMENT - Newport Beach, CA 2015-16

Model

- Attended all fittings, castings and agency meetings on time denoting hours of travel
- Listened constructively to direction, maintained versatility, and utilized creative skill for each booking and casting
- Worked on set for video productions such as Rosewood HBO series, KTLA, Ocean's 8, NBC Studios Miami, and Lilla Rose
- Booked photoshoots for clients such as Regard Magazine, Joma Sport UK, etc
- Communicated constantly with agents to discuss goals, availability, bookings, contracts, and improvement
- Maintained strict commitment for excellence in each job by working nontraditional hours