BALEN MIRZA

E-Commerce · Fashion Styling · Creative Production
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PROFILE

Fashion e-commerce professional with 10+ years across personal styling, luxury retail, and merchandising — and co-founder of an independent apparel brand built and operated end to end. Works at the intersection of fashion and digital production: Shopify website design and management, graphic design for print, campaign development, editorial copywriting, and brand strategy. Equally fluent in client-facing styling and the production systems behind a modern clothing brand.

EXPERIENCE

Co-Founder & Creative Director
2020 – Present

Glitter Noir · Los Angeles, CA — Independent multi-category clothing brand

- Co-founded and operate the brand across every function — creative direction, product development, e-commerce, marketing, and brand strategy.
- Designed and built the brand's Shopify website end to end — site architecture, product pages, size-guide UX, image SEO, and conversion-focused merchandising.
- Direct all creative output: campaign imagery, graphic design, all-over prints, and product design from concept through print-ready production in Photoshop.
- Write all product and editorial copy; develop product naming and pricing strategy across the line.
- Secured federal USPTO trademark registration for the brand.

Fashion Stylist — E-Commerce Styling, Merchandising & Content
Oct 2022 – Present

Stately · Los Angeles, CA (Remote)

- Top-performing stylist on a 16-person team; earned two promotions within the first year for client engagement and service quality.
- Maintain the lowest client exchange rate on the team through precise fit, taste, and wardrobe strategy.
- Conduct one-on-one client style consultations, translating lifestyle and preference data into curated menswear selections.
- Partner with the merchandising team on product sourcing, procurement, and inventory strategy.
- Write and optimize monthly blog content, strengthening brand voice and organic engagement.
- Train and mentor incoming stylists, maintaining service standards across the team.

Lead Fashion Stylist & Social Media Marketing
Aug 2019 – Aug 2021

Hey Luka · Los Angeles, CA — Concurrent with Allume role below

- Produced 20+ custom lookbooks daily with a 90% average sell-through rate, directly driving revenue.
- Grew monthly sign-ups by 15+ through editorial blog content and targeted promotions.
- Led social media content strategy in partnership with the marketing team.
- Delivered real-time styling consultations via chat and email with high client satisfaction and retention.

Personal Fashion Stylist
May 2018 – Dec 2020

Allume · Los Angeles, CA

- Curated bespoke daily looks for an exclusive high-end clientele, specializing in luxury leather goods.
- Conducted personalized wardrobe strategy sessions and tailored shopping recommendations.
- Mentored the styling team on relationship-building techniques to deepen long-term client retention.

Fashion Stylist & Retail Associate
Aug 2016 – Jan 2017

AllSaints · Beverly Hills, CA

- Designed and executed on-brand visual displays in collaboration with the store team.
- Delivered expert styling consultations, advising clients on versatile outfit construction.

Luxury Sales Associate & Wardrobe Stylist

Jul 2015 – Jun 2016

Bloomingdale's · Beverly Hills, CA

- Drove a 20% sales increase through strategic visual merchandising and elevated product presentation.
- Curated personalized selections for private shoppers across men's and women's apparel, accessories, and beauty.

Personal Stylist & Suit Specialist

May 2015 – Mar 2016

J.Hilburn · Los Angeles, CA — Contract, concurrent with Bloomingdale's

- Guided clients through fully custom suit design — fit, fabric, pattern, and finishing details.
- Ensured precise measurements and premium material selection for bespoke results.

SKILLS

Creative Production & Design Adobe Photoshop (compositing, blend modes, print prep), Illustrator, Lightroom, Figma, Canva, graphic design, seamless pattern design, video editing (Premiere, CapCut), AI-assisted image & video generation, prompt engineering, campaign & editorial art direction

E-Commerce & Digital Shopify store build & management, product listing optimization, image SEO & alt-text strategy, Meta & Instagram ad campaigns, social media content strategy, conversion-focused merchandising

Styling & Merchandising Personal styling, client consultations, lookbook development, trend forecasting, wardrobe curation, visual merchandising, luxury retail, custom tailoring

Brand & Business Brand identity development, editorial copywriting, product naming & pricing strategy, USPTO trademark filing, blog writing, client retention, team mentorship, inventory management

Software & Collaboration Microsoft Office (Word, Excel), Google Workspace, Slack

EDUCATION

Fashion Design & Merchandising

2016

FIDM — Fashion Institute of Design & Merchandising · Los Angeles, CA