

FIONA ISABEL MURPHY

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EDUCATION

Savannah College of Art and Design (SCAD)

Expected Graduation May 2026

B.F.A. in Fashion Marketing & Management

Minor in Fashion Photography

GPA 3.7 Dean's List Honoree 2022-2025

WORK EXPERIENCE

Bull Street Taco | Server

Aug 2024- Present

- Built repeat-customer relationships through personalized service, contributing to positive guest retention and team performance
- Maintained knowledge of menu items, daily specials, ingredients, and allergens to answer guest questions and accommodate dietary needs.
- Adapted to changing priorities and managing multiple tasks simultaneously, ensuring smooth service and timely delivery.

The Grey | Server's Assistant

Sep 2023- Aug 2024

- Worked collaboratively with front-of-house and kitchen teams to deliver seamless service during peak hours.
- Strengthened elevated luxury service experience aligned with brand positioning and presentation standards
- Support in high pressure situations, maintaining efficiency and high service by prioritizing tasks to ensure timely service.

Enoteca Rossa | Host

Dec 2019 – July 2022

- Took reservations and to-go orders by phone, answered customer questions, and informed them of accurate wait times.
- Manage seating charts and monitor waiter rotations.

ACADEMIC EXPERIENCE

Grace Ling X 10 Corso Como | Emerging Designer Collaboration

2025

- Developed a strategic retail growth plan analyzing pricing architecture, merchandise assortment, competitive positioning, and brand communication for 10 Corso Como and Grace Ling.
- Created a market-backed capsule collection and business proposal designed to strengthen long-term brand equity and international expansion strategy

Third Place: Ffern Perfumers | Pop-Up Market Launch & Execution

2025

- Designed a fully executable pop-up retail strategy including budget forecasting, experiential merchandising, marketing activation, and KPI projections
- Visualized customer journey and retail layout using AI-generated mockups to support experiential storytelling and operational planning

SKILLS

SOFTWARE

- Adobe Creative Suite, Microsoft Excel, Figma

PROFESSIONAL

- Leadership & Collaboration, Problem-Solving, Decision Making, Adaptability, Project Management

INDUSTRY

- Retail Math, Storyboarding, Strong Creative Vision, Graphic Design, Photography & Photo Editing, Trend Analysis, Garment Construction, Sales & Customer Experience, Fashion History