

# William G. Hildebrand

NY based fashion forecaster,  
photographer and design enthusiast

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## Work Experience

DATE  
present – 2018

POSITION  
Director of Activewear

EMPLOYER  
Fashion Snoops

LOCATION  
New York, US

My current role aims at exploring macro socio-cultural trends and analyze how they can influence fashion design, specifically activewear. I publish trend reports on a web platform, Fashion Snoops, with the goal to inspire our clients with future opportunities. In addition to constantly being on the lookout for the latest innovations, I also have the opportunity to work as a consultant for apparel & footwear companies in order to help their teams identify top layer conversations, marketing activations, design drivers, and key colors with cultural relevance in mind.

Track cultural trends — Creative direction — Color analysis — Creation of trend stories — Marketing strategy

DATE  
2018 – 2016

POSITION  
Business developper

EMPLOYER  
Inmouv

LOCATION  
Paris, FRA

I began working in the fashion trends industry as a sales agent which gave me a clear vision of clients needs, something that is still useful as of today in my artistic position. While the missions were initially business driven, I was gradually trusted to partake in creative operations such as consulting meetings, content strategy and web design. This progressive evolution pushed me to grow towards the role I currently occupy.

Prospect research — Workshops — Web design — Content creation — Trade show participation — Sales

DATE  
2016 – 2014

POSITION  
Staff Photographer

EMPLOYER  
Actuel B

LOCATION  
Avignon, FRA

My first accomplished professional experience was as a sales associate at a luxury fashion retailer where I developed my fashion knowledge, an eye for detail, a keen sense of styling and strengthened my client-facing skills. Since the company wasn't embracing e-commerce opportunities, I volunteered to lead a digitalization project where I created a shooting studio and was rapidly responsible for product photography as well as the management of our just created e-commerce platform. The project lead to a new main source of revenue for the French boutique.

Product photography — Retouch and color correct — E-commerce management — Content Creation — Sales

## Skills & Interests

Studio photography

Photoshop

Retouching & color

Wacom pen tablet

Web Design

Illustrator

Wordpress & FTP

Mac OS X

Great outdoors

Arts

Running

Teaching