PERRY POINTER

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EDUCATION

Savannah College of Art and Design (SCAD) **Expected June 2027**

Master of Fine Arts, Luxury & Brand Management

Rocky Mountain College of Art + Design

Bachelor of Arts, Fashion Design | GPA: 3.23

PROFESSIONAL EXPERIENCE

Paradise Smoke LLC **San Diego, CA**
Founder / Owner-Operator & Brand Operations Manager *2015 - 2020*

- Directed retail branding, merchandising, product positioning, social media, local marketing, vendor relationships, and day-to-day operations, creating a consistent customer-facing brand experience.
- Built the business to approximately $180K in annual revenue with 50%-55% gross margins through pricing strategy, inventory control, customer retention, and disciplined cost management.
- Analyzed customer and product trends to guide assortment, promotions, merchandising, and vendor decisions while maintaining compliance in a regulated retail environment.

United States Navy **United States**
Operations & Customer Service Leader *2004 - 2020*

- Led teams of 15-40 personnel in high-tempo environments requiring scheduling, documentation, quality control, cross-functional coordination, and performance accountability.
- Supported large-scale operations serving approximately 5,000 personnel and producing 17,000+ meals daily while coordinating resources, logistics, reports, and service requirements.
- Managed customer-facing housing and facilities operations, resolving resident issues, coordinating maintenance requests, and maintaining professional service and safety standards.

ACADEMIC EXPERIENCE

The Row - Global Distribution Opportunity Proposal **SCAD | Summer 2026**
Luxury Retail Expansion & Market Strategy Project

- Evaluated Japan, Singapore, and South Korea for selective luxury expansion; the team ranked Tokyo as the strongest market based on brand-market fit, craftsmanship values, consumer behavior, and competitive conditions.
- Developed an integrated Tokyo flagship strategy spanning market entry, clienteling, omnichannel experience, launch communications, operations, and financial viability.

Guerlain Shalimar - Integrated Marketing Campaign **SCAD | 2026**
AI Generation & Research

- Supported campaign research and developed AI-generated visuals to translate strategic findings into a cohesive creative direction for Guerlain Shalimar.
- Contributed to a heritage-focused repositioning concept designed to connect the fragrance with younger luxury consumers through cinematic storytelling and modern visual brand codes.

CERTIFICATIONS

ServSafe Certification

AWARDS / RECOGNITIONS

16-Year U.S. Navy Veteran - Honorable Service
Navy Leadership Awards

SKILLS

Software: Adobe Creative Suite (Photoshop, InDesign), Microsoft Excel, PowerPoint, Word, Midjourney, Runway, CLO3d

Industry Relevant: Brand Strategy, Market Research, Consumer Insights, Luxury Marketing, Competitive Analysis, Retail Strategy, Merchandising, Trend Forecasting, Customer Experience

Professional: Leadership, Cross-Functional Collaboration, Presentation Development, Project Documentation, Vendor Management, Client Service