

# Ali Williams

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## WORK EXPERIENCE

**Princess & Me Parties** - *Los Angeles, CA*

July 2014 - Current

**CEO / Training Manager / Marketing Manager**

- Oversee management, design, repair, and upkeep of over 100 costumes.
- Develop and execute marketing for the website and social media through on trend strategies resulting in enhanced brand visibility, higher client engagement, and increase in sales
- Cultivate relationships with private clients and partners through consistent communication, resulting in a loyal client base and top rating within the saturated southern California region
- Manage a cohesive and high-performing team of 18 performers through evaluations, constructive feedback, and organized seasonal team-building functions.
- Recruit and train performers through a custom training program.
- Spearhead brainstorming sessions with the team to create innovative concepts, event plans tailored to client needs, and training modifications to improve efficiency.
- Manage an average of 15 clients weekly, ensuring exceptional service delivery and client satisfaction.
- Establish outreach initiatives to local business partners, strengthening community relationships and collaboration opportunities.

## CREATIVE PROJECTS

**Cosplay Designer and Creator** - *Los Angeles, CA*

February 2015 - current

- Designed and constructed over 50 costumes, demonstrating strong skills in pattern making, fabric knowledge, sewing, and garment assembly.
- Manage multiple cosplay projects simultaneously, ensuring timely completion and quality
- Worked with fellow cosplayers and photographers on large group projects
- Develop presentations displaying concept creation, execution, and problem solving techniques

**Business of Party Princess** - *Remote*

December 2020 - current

- Maintain online support group of over 700 current or aspiring business owners in the event industry
- Post weekly informational videos, share tested products and helpful resources
- Produce empowering training materials on topics of acting performance, communication and problem solving skills, wig maintenance, and face painting skills for use by company owners and performers

## PROFESSIONAL SKILLS

- Software, Programs, & Apps: Adobe Photoshop, Canva, Gmail, Google Drive, Google Sheets, Microsoft Word, Facebook, InShot, Instagram, Wix
- Project management skills
  - Managing a calendar with timelines and deadlines
  - Working within a budget
  - Developing strategies for growth
- Relationship communication skills
  - Clear communication in verbal and written form
  - Leading a team using constructive, empathetic, encouraging, and concise feedback
- Creative skills
  - Ability to identify emerging trends
  - Develop innovate new designs
  - Collaborate with teams to fulfill project objectives
- Interpersonal skills
  - Analyzing issues and developing updated training to prevent future problems
  - Adapting with the growth of company
  - Networking to build relationships

## EDUCATION

**Florida State University - Tallahassee, Florida**

Bachelors in Arts – Theater, May 2009

- Advanced sewing, fabric knowledge, construction, and pattern making
- Assistant costumer on 2 productions
- Lead costume designer on 3 productions

## AWARDS AND HONORS

- Her Universe Fashion Show finalist 2023. Pixar UP inspired transforming couture fashion design
- Cosplay contest judge for 5 comic convention shows across North America
- Winner Judge's Choice at WonderCon 2018 Masquerade for Fifth Element group
- Los Angeles Comic Con 2nd place in Masters Division for Agatha costume from "Wandavision"
- "Tapping into Creativity" panel at San Diego Comic Con 2017
- "Best In Show" LA Cosplay Con 2017
- Winner season 2 & season 1 of "Call to Cosplay" competition reality show