

Camellia Bollino Doyle, MPA, MPS

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Fashion Management Graduate | Consumer Insights Leader | Brand Storyteller

Master of Professional Studies in Fashion Management, Parsons School of Design graduate with 20 years conducting and leading qualitative research, consumer behavior analysis, and cross-functional project management. Skilled at uncovering deep human insights and translating them into brand, product, and experiential strategies. Adept at managing teams, guiding stakeholders, and delivering complex projects from concept to execution in fast-paced, dynamic environments. Passionate about shaping inclusive, innovative fashion experiences by combining rigorous research with creative brand vision.

CORE COMPETENCIES

Market Analysis

Strategic Partnership Development

Project Execution

Brand Storytelling

Cross-Functional Team Leadership

Qualitative Research

EDUCATION AND CERTIFICATIONS

Master of Professional Studies in Fashion Management

Parsons School of Design, New York, NY

LVHM Certificate

Inside LVMH

Master of Public Administration

University of Baltimore, Baltimore, MD

Bachelor of Arts

McDaniel College, Westminster, MD

PROJECTS (selected)

- Parson's Capstone: *Representation of Older Women in Fashion: Influences of Brand Perceptions, Societal Attitudes toward Aging and Beauty Standards, and Consumption Behavior*
 - Conducted primary consumer research using quantitative and qualitative methods
 - Completed data analysis to make strategic recommendations that would enable brands to successfully market to women 50 and older
 - Invited speaker, Student Symposium, Parsons School of Design, August 2025
- Brand Strategy & Market Repositioning: Communications & Social Media
 - Led a strategic re-positioning concept of The Row into *Lineage*, informed by competitive analysis, consumer trend research, and market gap identification in luxury fashion.
 - Crafted a brand narrative centered on inclusivity, cultural diversity, and architectural sophistication to expand audience reach without diluting brand equity.
 - Developed a creative content plan integrating stories, reels, and high-impact visuals, ensuring cohesive brand storytelling across digital touchpoints.
- Brand Reimagination & Experiential Retail Activation: Retailing & Service Design
 - Reimagined A&F's retail identity through *A&F Reimagined*, a proposed immersive SoHo pop-up blending nostalgia with a modern, inclusive brand mission.
 - Conducted market and demographic analysis to reposition A&F toward age-inclusive, multi-generational fashion experiences.
 - Produced an integrated marketing and operations plan, leveraging localized merchandising, experiential activations, and influencer partnerships to deepen brand loyalty and broaden audience reach.

PROFESSIONAL EXPERIENCE

a space, in between, Tokyo, Japan

2025-Present

Consumer Insights Strategist

- Lead research insights for 50+ lifestyle consideration and expansion.
- Supported the initial launch and Instagram debut for the line.
- Led customer needs marketing explorations for the second half of 2025.
- Conduct research on industry trends and the competitive landscape.
- Provide thought partnership to enhance customer experiences and engagement.
- Collaborated with the design team on the Spring collection on garment silhouettes, fabrications, trims, and cost/feasibility trade-offs.
- Shaped the go-to-market plan with journey mapping and improving storytelling and on-channel experience.

American Institutes for Research, Arlington, Virginia

2020-Present

Senior Researcher, Project Director, Task Lead

- Establishes and maintains best practices for customer research, ensuring quality, validity, and reliability of data and insights.
- Conducts foundational, generative, evaluative and tactical research using qualitative methodologies; moderates qualitative engagements including focus groups, surveys, and interviews to evaluate program effectiveness.
- Synthesizes, develops, and communicates strategic recommendations for program improvements.
- Manages client relationships and ensures project goal alignment and attainment.

IMPAQ International, Columbia, Maryland

2009-2013

Research Associate

2014-2020

- Led task forces and teams, coordinated and oversaw regular meetings, and engaged key individuals, experts, and organizations to collect feedback on consumer products.
- Oversaw survey development and listening sessions to evaluate program effectiveness.
- Provided management and operation support to multiple contractors working to support small, underserved, and rural clinician practices participants.
- Oversaw all aspects of projects including client communications, survey development, cognitive testing, sampling design and communication development (e.g., interview guides, cognitive interviews, and findings' analysis).

REFERENCES

Ana Arriola-Kanada, Chairwoman, Product & Engineering Leader. Creative. Formerly Microsoft, IDEO, Apple, Meta, PlayStation, Sony, a space, in between, arriolakanada@yesand.design

Donna Perlmutter, Managing Director, American Institutes for Research, dperlmutter@air.org

Susanna Moyer, Creative Director; Fashion, Entrepreneur & Educator, Parsons School of Design, moyers@newschool.edu

Portfolio available upon request