

Arden Eiland

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EDUCATION

Southern Methodist University, Meadows School of the Arts May 2025 Graduate Dallas, TX
Double major in Public Relations & Strategic Communications and Fashion Media with a minor in Photography

EXPERIENCE

SMU Look Media Magazine Dallas, TX
Director of Photography and Photographer Jan 2023 – Present

SMU Look Magazine is Southern Methodist University's only fashion magazine publication produced by SMU students for SMU students.

- Organize and plan photo shoots across all channels of SMU Look Media and offer creative direction in framing and styling visuals.
- Leads all photographers responsible for creating original photography across all SMU Look platforms, ensuring that their work is original, on time, and adheres to all quality requirements and style directives.
- Work within the studio and on-site around Dallas to create visually inspiring imagery to increase social media analytics and magazine distribution.

Accomplishments

- Cover photographer for Spring 2024 and Fall 2024 publications.
- Won second place at the Pinnacle College Media Awards for Best Magazine Feature Page / Spread at the 2024 Pinnacles Awards for a page in the Spring 2024 Edition of SMU Look Magazine.

Roller Rabbit Dallas, TX
Sales Associate May 2024 – Present

Known for its eclectic designs and high-quality fabrics, Roller Rabbit offers a wide range of clothing, accessories, and home decor that bring a sense of joy and comfort to their customers' lives. "Dream in color, live in print."

- Communicating with corporate reporting sales, pitching new product ideas, packaging orders from online, organizing and planning special store events, selling products in-store, and tracking analytics across the company's 13 storefronts and e-commerce. I welcome each opportunity to gain more insight into understanding the retail business.

Accomplishments

- Increased sales in the Dallas storefront by personally selling over \$170,000 worth of merchandise in the first five months working part-time.

Cynthia Rowley Dallas, TX
Intern October 2024

- Served as Cynthia Rowley's driver to and from media events, assisted in facilitating interviews with media publications and taking notes, examined and shared knowledge on possible storefront properties around Dallas, facilitated communication of possible collaborations between companies such as Miron Crosby, and personally produced a private event trunk show benefiting the Farrah Fawcett Foundation working with Cynthia Rowley's assistant.

Accomplishments

- Team sold more than \$20,000 worth of merchandise at the private trunk show in six hours.

Lara Beth Events Dallas, TX
Seasonal Intern and Social Media Director 2019 – Present

Lara Beth Seager is the manager of Dallas Maverick's star player Luca Dončić. Lara Beth also produces events for some of Dallas' elite as well as industry leaders across the globe. From concept to production, Lara Beth seamlessly develops incredible one-of-a-kind events tailored to each client's needs. Lara Beth is most known for her concepts at the Super Bowl, Grammys, Victoria's Secret Fashion Show, and Cannes Lions Film Festival along with collaborations with Google, Spotify, Apple, and Instagram.

- Directed social media platforms for Dirk Nowitzki's Celebrity Tennis Classic in September 2024. Provided fans exclusive content on @thedndfoundation on Instagram from set up, during the event, and post-event.

Worked closely alongside philanthropist and NBA Hall of Famer, Dirk Nowitzki, to ensure smooth communication published to his platforms. Managed messaging systems to keep fans up to date with information before and during the event.

- Events Intern for Gene Jones' 80th Birthday Party Extravaganza in Miami March 2022. Managed organization and appearance of staff uniforms, attendees' boat shoe check-in, delivery of turn-down amenities to guests at hotels, helped direct guests to tables, and other responsibilities that arose. Worked alongside Lara Beth's team in producing a successful and seamless event on Bravo Eugenia, the Jones' nearly 360-foot yacht, docked in Miami.
- Managed social media Platforms for Dirk Nowitzki's 2019 Celebrity Baseball Game. Photographed and shared live moments of the event for fans on Instagram. Assisted in the production of the event which benefited the Dirk Nowitzki Foundation.

xoarden

Dallas, TX

Creative Director of xoarden.com

2016 - Present

- Developed and created content for a personal website focusing on fashion, photography, and provided links for purchase. Influencer affiliated with LikeToKnowIt. As well as expanded platforms to TikTok (@ardeneiland) and Pinterest producing creative content through expressing photography and fashion interests.

Accomplishments:

- Marvelous Girls University, 2017 Style Speaker. Presented a workshop at Southern Methodist University focusing on finding confidence in oneself through style while in eighth grade.

AWARDS

- Second place at the Pinnacle College Media Awards for Best Magazine Feature Page / Spread with photography by Arden Eiland in the Spring 2024 Edition of SMU Look Magazine
- SMU Look Magazine staff won second place in Feature Magazine of the Year at the Pinnacle College Media Awards for Winter 2023 Edition of SMU Look Magazine. Contributed as a staff photographer in this publication where many of the photographs were taken by Arden Eiland
- James A Sutton Scholarship Recipient based on academic performance
- Divisional Scholarship Recipient of Journalism Department based on dedication to the publication of SMU Look Magazine

ADDITIONAL INFORMATION

Languages: Proficient in French

Certifications & Training: Digital Marketing Certification, Microsoft PowerPoint Associate, Microsoft Word Associate, Microsoft Excel Associate, Public Relations and Social Media Management, Website Development

Activities: Delta Delta Delta Sorority and SMU Look Magazine

Interests: Fashion, Photography, Event Production, Public Relations, Social Media