

Alisha Crutchfield



ENTREPRENEUR

PROFILE

An innovative brand builder with multifaceted expertise in retail, marketing, strategy, business development, and consumer behavior. Constantly evolving and growing.

EDUCATION

University of Massachusetts

Marketing degree
2003

FIT Center for Continuing and Professional Studies

Creative Business Ownership
2015

MEMBER

GNHCC
Women's Business Development Council
International Movie Database

LICENSES

Food Service
Sellers Permit

LANGUAGES

English - Native
Spanish - Basic

CONTACT

☎ 203 800 4223 business
917 553 1823 mobile
✉ alisha@gatheratbloom.com
🌐 www.gatheratbloom.com

WORK EXPERIENCE

Founder: BLOOM 2021 to today

BLOOM is a multi-concept gathering space that houses a gift and flower shop, cafe, wellness room, and event spaces.

I manage the functional areas and operations of the business - buying, merchandising, marketing, accounting, and human resources.

CEO: ModaBox 2018 - 2021

ModaBox is a rapidly growing e-commerce fashion platform for women, providing personal shopping.

I redesigned and managed the brand's identity and social media strategy that increased membership growth by 20% and member retention by 5%.

Founder: StyleWise 2003 to today

In addition to wardrobe planning, I create and curate products, digital tools and strategies for busy entrepreneurs.