



Melanie Staegemann



CONTACT ME

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 LinkedIn Profile
bit.ly/3QV2xMq

 Instagram
bit.ly/3WRb4DH

Cape Town Based

(Southern Suburbs)

Available to travel

Work Preference

- Remote
- On Site
- Location
- Studio

SKILLS

- Homeware Styling
- Product Styling
- Prop/Wardrobe Sourcing
- Stills & TVC
- Interior Decorating/Styling

Professional Homeware & Product Stylist Stills & TVC

In a world where online shopping has become the go-to buying option for millions of people around the world I play a pivotal role in helping to generate sales and get the right products to reach the right customers with engaging and relatable images.

With years in various fields relating to Decor, I have the ability and professional experience; to understand the process from brief stage to implementation while identifying the soft furnishings/props that achieve the desired results.

WORK EXPERIENCE

Clinton Savage Interiors & Architects | Interior Decorator

August 2023 - December 2023

4 Month Contract:

- Sourcing Decor & Fabric Selection
- Custom furniture & lighting designs for clients
- Moodboards
- General Admin: (quotes & Invoices)

Freelance Homeware & Product Stylist

February 2023 - Present

- Interiors, Homeware & Product Styling
- Prop master
- Sourcing (Props & Wardrobe)
- Moodboards

EDUCATION

2016 Cape Town School of Photography

Documentary and product photography (Part-time)

2015 Caminey K Photography

Photography course

2004/2005 Design Time College of Interior Design

2 year full-time Diploma in Interior Design & Decorating

2003 Abbott's College Cape Town

Matric Senior Certificate

LANGUAGES

English
Basic Afrikaans

REFERENCES

Rene Lombard (HC Studio manager)
082 651 0816

Jana Hey (HC Line manager)
072 823 2347

Kerri Voogt (Manager at Woolworths)
061 938 8900

Carl Jortje (MD at Rawson Developers)
083 641 7100

Rawson Developers | Interior stylist & Client Liaison

December 2021 - February 2023

In-house interior stylist and Client liaison working on luxury apartments. Designing and styling communal areas and assisting clients to select their finishes to create a visually appealing home.

- Sourcing apartment finishes and administration
- Assembly of mood boards showcasing the various apartment finishes and assisting the client in selecting the best option

Homechoice | Senior Product Stylist & Prop master

October 2017 - December 2021

On-set homeware stylist collaborating with photographers and models creating styled images and TVCs in a fast-paced studio environment while adhering to the companies brand specifications resulting in increased sales.

- Prop and wardrobe sourcing for shoots
- Collaborate with buyers to identify how best to style their products in catalogue and online platforms
- Design and style visually appealing sets to photograph products to boost sales
- Moodboard creation to show set build, styling elements, colours
- Window displays to attract new in-store customers
- Managed the production schedule for the studio

Celebrities Casting Agency | Studio Photographer
2015 - 2016 (6 Month Contract)

Peace River Interiors | Showroom consultant
July 2012 - March 2013

Woolworths | Visual Merchandiser
March 2010 - July 2012

Hertex Fabrics | Showroom Consultant
November 2006 - March 2009