

RYHEEM MATHURIN

ART DIRECTOR / STYLIST / PRODUCER /
MARKETING

New York, NY | (347) 947-0608 | ryheemmathurin@gmail.com |
<https://www.ryheemmathurin.com>

EXPERIENCE

KidSuper, Brooklyn, NY

February 2024 – Present

Art Director/Stylist/Store Manager/Social Media Lead

In charge of styling campaigns and other projects, creative strategy and project management, brand activations and events, storytelling and marketing, managing flagship location, staff management, and content creation for social media.

Patron of The New, New York, NY

May 2023 – February 2024

Stylist/Client Relations

Store stylist for VIP clients – celebrities, athletes, etc. Specialized in client communication and providing solutions.

Sneakersnstuff, New York, NY

May 2022 – April 2023

Social Media Lead/Visual Merchandiser/Stylist/Cientele Relations

Executed social media marketing strategies tailored to the New York market, cultivated relationships with VIP clientele through styling and brand seeding, and directed store's visual merchandising

Bowery Showroom, New York, NY

February 2022 – April 2025

Stylist/Content Creator/Creative Producer

Lead stylist for store clients – celebrities, models, DJs, etc. Assisted in content creation and social media marketing on Tik Tok and Instagram. Planned and promoted events related to fashion, charity, and community engagement.

Extra Butter, New York, NY / Long Island City, NY

September 2020 – August 2021

Design, Marketing, and Social Media Intern

Worked on campaigns and collaborations (Happy Gilmore x Adidas, Fortnite x DC, and Sweet Chick x Mets & Dodgers). Assisted with social media strategy, community outreach, and creative design execution.

John Elliott, New York, NY

September 2021 – February 2022

Visual Merchandiser/Client Relations

Assisted in merchandising product on the floor and helped style VIP clients.

CREATIVE WORK

Founder of Iche Mwen Studios – creative services (styling, producing, art direction, event planning, social media marketing, etc.)

Campaign Styling for Nike, KidSuper, Sneakersnstuff, Extra Butter, NFL, Advisry

Social Media and eCommerce Styling for Sneakersnstuff, KidSuper, New Era, Puma, Aeropostale, Alpha Industries

Photoshoot Styling for UMG, Roc Nation, Heroes Agency, Wilhelmina Agency

Personal Styling for Kevin Hart, Pink Pantheress, Daniel Kaluuya, Ronaldinho, FunnyMarco, Jalen Hurts

Full creative portfolio available at: <https://www.ryheemmathurin.com>

EDUCATION

College, New York University

Graduated May 2025

B.A Architecture and Urban Design

Double Minor: Digital Design and Marketing (focus on design thinking and brand development through strategic communication and consumer patterns)

ADDITIONAL

Skills: Styling | Art Direction | Social Media Marketing/Advertising | Brand & Client Relations | Creative Strategy | Media Editing | Microsoft Office | Adobe Suite | Figma | Procreate | Visual Merchandising | Project Planning | Communication | Leadership | Organization | Multitasking

Interests: Sustainable architecture in relation to affordable housing | Music history | Soccer | Travel and language | Fashion | Films

References: Available upon request