

Curriculum Vitae

BJ Arnett, MBA

Assistant Professor of Merchandising

Department of Art and Fashion

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Education:

- Master of Business Administration, Kaplan University
- Bachelor's of Fine Arts, Fashion Design, American InterContinental University

Teaching Philosophy:

I have always believed that one cannot have a teaching philosophy void of a profound encounter in the classroom with students. Those encounters can take place in the classroom, though off-campus site visits, or in one on one conversations during office hours. Student success is my number one priority and drives all of my course designs. Teaching is all about activating the student's mind to access their personal best and the development of clear areas of expertise, resulting in the demonstration of that expertise within industry.

As a fashion professional, I am determined to push students beyond the traditional classroom setting by making the field their educational space. My classes are always taught in tandem with my experience in fashion, business and film, erasing the demarcation lines between theory and application. I have committed myself to aligning my methods with Clark Atlanta University's principles of application learning.

My learning environment sets the foundational principles of fashion merchandising, allowing them to innovate industry principles, and use that innovation to develop an entrepreneurial skill set that gives them the strategies to grow businesses. Overall, my teaching responsibilities and practices not only reflect my scholarly interests and

industry background, but also demonstrate a relevant commitment to the achievement of undergraduate students. My motto is ignite, refine, and execute.

Bio:

BJ Arnett is an Assistant Professor of Merchandising at Clark Atlanta University in Atlanta, Georgia where she teaches fashion merchandising courses with a focus on entrepreneurial thinking. She earned the M.B.A. degree in Business Administration from Kaplan University and the B.F.A. degree from American InterContinental University. Her work specializes in the application of fashion costuming and styling for the film industry.

Courses taught:

CFAS 210 Principles of Fashion Industry, CFAS 314 Promotional Planning Strategies, CFAS 325 Wardrobe Styling & Consulting, CFAS 401 Retail Mathematics, CFAS 402 Fashion Buying and Planning, CFAS 425 Case Studies in Fashion Marketing, CFAS 490 Fashion Merchandising Seminar

Teaching Experience:

2019-2014 Assistant Professor of Merchandising, Clark Atlanta University

2014-2008 Assistant Professor of Fashion Merchandising, Bauder College

1996-1989 Instructor of Audio & Video Production, Art Institute of Atlanta

Administrative Experience:

1989-1980 Chair, Fashion and Modeling Department, Bauder College

CREATIVE WORKS:

2019 - The Challenger Disaster (Feature Film)

Associate Producer / Costumer

I served as the associate producer and costumer for the feature film ***The Challenger Disaster***, starring *Dean Cain, Glenn Morshower, Eric Hanson, and Cameron Arnett*. The film centers on the eve of the Challenger explosion in 1986. One engineer goes to the extreme to stop the launch. The Company, Marshall Space Flight and NASA made a business decision, the engineer made a human decision. The film had a nationwide theatrical release and premiered in Houston, Texas on January 22, 2019.

The film was released on DVD in February 2019 under the category Action Drama and came in at number 3 on the Amazon Watch list.

2018 - Mattie: The Discovery (Feature Film)

Executive Producer and Costumer

I served as executive producer and costumer for the feature film *Mattie: The Discovery* released in spring 2018. Working with my husband and creative partner Camy Arnett with Camy Arnett Production Studios shooting began in May 2017 with the first film screenings held in May of 2018 to outstanding reviews. The film centers on a tragic murder that serves as the catalyst to awaken hidden gifts and introduces Mattie to a life of discovery and unexpected temptations. It is during a life-shattering funeral that Mattie experiences the dilemma of being between the road that leads to mercy, grace and forgiveness or bitterness and the evil use of newly discovered abilities.

To date *Mattie: The Discovery* has won awards in 6 film festivals nationwide including:

Peak City International Film Festival, Apex, North Carolina

- Best Feature Film

Christian Film Festival, Newport News, Virginia

- Best Feature Film
- Best Producer

LA Edge Film Awards, Los Angeles, California

- Best Supporting Actor
- Best Supporting Actress

Black Laurel Films, San Francisco, California

- Official Selection

Oniros Film Awards, based in Saint-Vincent, Italy

- First Time Producer Winner
- First Time Director Honorable Mention
- Qualifies films for distribution through screening service IMDb.

2016 - Jesus Is My Booski (Instructional Series)

Executive Producer and Head of Costume

I served as the Executive Producer and Costumer in the faith-based children's program *Jesus Is My Booski*. Starring a cast of fun loving characters who tell biblical stories in a contemporary language. The program was built as a TV to DVD series for children ages 5 to 13 years. The series was released through film festivals and educational sites.

2015 - Adrenaline

Associate Producer

Filmed in Arrington, North Carolina, the story follows a street racer's life being turned upside down after a near fatal car crash, leaving him wheel chair bound. Forced to face his new circumstance, he struggles to walk, to trust, to love, and ultimately race again, starring John Schneider. The film had a limited theatrical release in 2015.

2013 - Stand Your Ground (Feature Film)

Head of Costume and Wardrobe

I served as head of costume design and wardrobe for the feature film *Stand Your Ground* released in 2013. The film centers on a woman's struggle with her convictions when her son is falsely accused of murder and the odds are stacked against him.

Accolade Competition –La Jolla, California

- Award of Merit for Movie Trailer

Alaska International Film Awards - Anchorage, Alaska

- Screenplay Competition

ICVM Crown Awards - Atlanta, Georgia

- Bronze Crown Winner - Best Drama

Peachtree Village International Film Festival – Atlanta, Georgia

- Best Feature Film

Prestigious 5 Dove Award Rating – Dove Foundation

TALK SHOWS

This Day with BJ Arnett 2019-2017

- This Day with BJ Arnett is a 15 minute program where you get information and inspiration to help make this day a great day. Join BJ and her guests every Wednesday at 10:30 am on WATC.

BJA Today 2017 www.camyarnettproductionstudios.com [Links to an external site.](#)

- BJA Today is an American newsmagazine television program offering hard-hitting interviews, feature segments and profiles of people in the public sector, marketplace and entertainment industry.

Atlanta Live 2019-2004

- From nationally-known evangelists and gospel musicians to your neighbors down the street, ATLANTA LIVE features a wide range of guests sharing stories that inspire and music that ministers.

INVITED TALKS AND PROFESSIONAL ACTIVITIES

Latin American Christian Filmmakers Conference

November 15-17, 2019, Lima, Peru

- Speaker: "Costuming in a Film Production World"

Content 19 Media Festival

September 17 - 19, 2019 – Dallas Texas

Served as a keynote speaker. "Stepping into Your Leadership Role in Film Production"

Atlanta Public Speaking Summer program 2018

Instructor for 60 Chinese students for public speaking and acting

Content 18 Media Festival

September 25 – 28, 2018 – Dallas, Texas

Served as a keynote speaker. I spoke on “Developing Your Personal Brand”

Global Media Summit

April 26 – 28, 2018 – Dallas Texas

Developed and presented the workshop *Developing Your Personal Brand* to national and international television, film and media professionals.

Content 17 Media Festival

September 12 -14, 2017 - Dallas Texas

Developed and presented two workshops to television, film and media professionals. The sessions were *The Available Listener*, a training on talk show hosting and *Following the Created Story*, a guide to costuming.

Sandscribe Foundation Conference

July 29, 2017 - University of Maryland College Park, Maryland

I led a workshop on Costuming for Film and Television

The AmericasMart:

The Fashion arena in Atlanta has expanded greatly to include a broader understanding of the industry. I regularly attend industry events and meetings that keep me connected and abreast to industry developments, innovations and technologies, both as a buyer, speaker and an audience member. For over 25 years I have regularly attended the The AmericasMart fashion wholesale vendors exhibitions to see the latest fashion offerings to inform my teaching and applied research in wardrobe and costuming.

GPP - Georgia Production Partnership:

The Georgia Production Partnership (GPP) is a nonprofit coalition of companies and individuals who are active in the state’s film, television, music and digital entertainment industries. This organization gives me the opportunity to attend workshops and

meetings that discuss the latest innovations in the film industry and it relates to my area as an independent producer and costume stylist buyer.

WIFTA - Women in Film and Television Atlanta

- **As a board member of 5 years I have led workshops, chaired the annual gala, been VP of membership and served as PR director.**

Women In Film and Television Atlanta (WIFTA) is dedicated to improving the status and portrayal of women in film, television, video and other screen-based media by offering opportunities for media makers to connect, create, champion and inspire. With an emphasis on professionalism, education and training, we support the work of women in moving images media and foster greater public awareness of their efforts.

Women in Film and Television Atlanta (WIFTA), a 501c-3 Georgia non-profit, is a member-based organization for creative media professionals. We are the second oldest Women in Film chapter worldwide. With a focus on driving the advancement of women in the TV / Film industry, WIFTA provides a dynamic network for facilitating the exchange of ideas, sharing opportunities and accelerating the professional development of our members. This is a key reason why we are “Georgia’s foremost entertainment industry organization in support of women.”

Since our inception in 1974, WIFTA has proudly had a membership community of multi-generational and culturally diverse professionals – women *and* men. Our membership is comprised of professionals who work as (or strive to be) producers, directors, actors, entertainment attorneys, camera and sound technicians, film editors, graphic designers, make-up artists, wardrobe specialists, screenwriters, talent agents and casting directors. Our membership also includes businesses and organizations interested in supporting and promoting the creativity and skills that women bring to all screen-based media.

WIFTA is affiliated with 40+ Women in Film chapters around the world as well as the Women in Film umbrella organization known as Women in Film International (WIFTI).

Fashion Group Atlanta

- As a member of the Fashion Group of Atlanta I have taken part in numerous programs and workshops including an invited talk in 2016.

The Fashion Group International is a global, non-profit, professional organization with 5000 members in the fashion industry including apparel, accessories, beauty and home.

The FGI mission is to be the pre-eminent authority on the business of fashion, beauty and Interior design and to help its members become more effective in their careers. To do this, FGI provides insights on major trends in person, online and in print; access to business professionals and a gateway to the influence of aspects of design.

Ragtrade

- As assistant professor of fashion and business at Bauder College I had the opportunity to work to secure student designer and production assistants for the Ragtrade signature fashion event, I have continued this relationship since my hire at Clark Atlanta University. I have been able to connect current CAU students with this ground breaking event.

Established in 2013, RAGTRADE ATLANTA is committed to developing a sustainable fashion industry for the city of Atlanta. The organization aims to further the growth and interests of local and international designers in four key areas: Business Development, Scholarship Awards/Grants, Reputation, and Innovation & Tech.

Since its inception, RAGTRADE ATLANTA continues to provide leadership through strategic and creative programming to re-position Atlanta's fashion industry as a key player in the global fashion space. RAGTRADE ATLANTA organizes the city's official fashion week, showcasing the best of local and international emerging fashion designer collections to a diverse audience including press, buyers and consumers. RAGTRADE ATLANTA also manages a year-long curated events calendar featuring exclusive listings of fashion-focused events hosted by key community leaders.

FACULTY MENTORED UNDERGRADUATE RESEARCH:

I am dedicated to working with students on applied research projects. These activities range from being able to use current and recent students as interns on major film productions to exploring sustainable fashion wear. Research into fashion and wardrobe as a major influencer of the curriculum exposes the student to the "needles and threads" of cinematic fashion and costume design, and is an essential aspect of any production.

The following list provides a summary of these activities:

- For the film, **Mattie: The Discovery** shot in Union City, Georgia, several of my students were able to stay over the summer of 2017 and work on the film, giving them valuable experience that can be used as entry into the next level of the Fashion Merchandising industry as a whole. This is only

one example of how film, television and commercials are another area of potential job opportunities for the Fashion Merchandising student.

- **Fashion School of Nuremberg Faculty and Student International Visit** worked with our students to present a retail pricing marketing and branding plan for the German students design line. Several of our merchandising students were involved led by senior Georgette Parker. Bridging the gap between national and international fashion student experiences was quite an amazing project.
- The completion of the first industry standard **Fashion Show** with handbooks from both the Fashion Production students and the Promotional Planning Classes these handbooks that chronicles the development of the Spring Senior Fashion Show 2018 with featuring both Fashion Designers and Fashion Merchandisers.
- Organized the first CAU student trip to New York City
- **Millennial Shopping habits survey** – This research began with the question in Fashion group discussions: “Why are Millennials such unpredictable shoppers” which led to a survey looking at ten variables. We will be collecting data for several years to attempt to see a pattern of buying behaviors. The assessment needs to expand to include Millennials outside of CAU. Further exploration is being planned on a larger scale.
- "Alice in Wonderland", by Gems Promise costume event. Within merchandising there is the study of the History of Costume, examining thousands of years of textiles and design. Students researched appropriate costumes for the “Wonderland” themed event. Activities included helping set program element for audience participation, dressed models after reviewing demographics students designed appropriate room setting for event.
- Students have participated with the Apparel Mart and the new Shops at Buckhead, Sassy South Jewelry and Tootsies a high-end boutique, OneCoast, Lindberg a high end menswear store and Catwalk Productions giving students practical applications of the foundational principles found in many of their classes (440 Retail Management, CFAS 402 Fashion Buying and Planning, CFAS 325 Wardrobe Styling). In the Apparel Mart experience, students have worked as production assistants in the Fashion Office working with the Fashion Director and models to help in the production of Fashion show events.
- In the summer of 2018 a selected group of students also worked with acclaimed international designer Tarik Edik, this line is known for the integration of creativity and technically within the process of designing

beautiful evening gowns. By working directly with the designer students were able to work from both the stylist/costumer side that includes, basic merchandise visuals setup to assisting master seamstress in repair and care of gowns, as well as producing the fashion show for the international buyers.

FUNDRAISING ACTIVITIES

2018 Clark Atlanta University Fashion Department raised \$ 6, 500 Private Contribution

2017 Clark Atlanta University Fashion Department raised \$ 500.00 Private Contribution

2016 Clark Atlanta University Fashion Department raised \$ 1,500.00 Private Contribution

2015 Clark Atlanta University Fashion Department raised \$ 250.00 Private Contribution

2018 Women in Film Television Atlanta raised \$ 2, 500.00

2017 Women in Film Television Atlanta raised \$ 1, 000.00

2016 Women in Film Television Atlanta raised \$ 1, 000.00

2015 Women in Film Television Atlanta raised \$ 1, 000.00

PROFESSIONAL AFFILIATIONS

WIFTA Women in Film and Television Atlanta

Board of Directors since 2013

* Executive Board

* Public Relations

* VP of Membership

* Co - Chair of the Women in Film and Television Atlanta Gala 2015, 2017, 2018 and 2019

2009 CCL Christian Communicators - Live

* Co - Founder since 2009

Christian Women in Media Association

* Founding Member 2009

* Keynote Speaker

Global Media Summit 2018

* An international media association

* On the Board of Directors since 2017

The Atlanta Jewish Film Festival

* Since 2017 serving on the film Selection Committee

* 2018

* 2019

Wise Women Speakers

* Keynote Speaker

Atlanta Public Schools

Workshop contributor

- Teen Fashion Styling
- Interview and Etiquette training
- Branding and Marketing
- Fashion Show Production
- Acting
- Instructor Project Proximity sponsored by Exodus, Inc.