

2009 - 2010 Student Advisory Board

Krista Boyer



Krista Boyer is a senior from Ponte Vedra Beach, Florida majoring in marketing, working towards a Technical Certificate in Retailing from the University of Florida. She was home schooled and dual enrolled during high school at Florida Community College Jacksonville. She has also studied at the King's College in New York City. Krista has been a lover of classical ballet all her life and in April 2007, was awarded a scholarship to study ballet at the Vaganova School in St. Petersburg Russia. The scholarship was through the Russian Seasons Ballet formerly known as the Hermitage Ballet Theater, in St. Petersburg, Russia.

Krista is a member of the Retail Society and a member of the Miller Center Student Advisory Board at UF. She had the opportunity to go to New York City with the Miller Center over this past spring break. The trip was a great learning and networking experience for her, and resulted in an internship with Juicy Couture. In addition to the Retail Society, Krista is a member of the American Marketing Association at UF and is a marketing TA for Dr. Lutz.

Krista spent her summer working in New York City full time for TOMMY HILFIGER in the children's wear department, and she also worked part-time for JUICY COUTURE in their licensing department. Krista is excited to be working Fashion Week at Bryant Park this fall and to be working as a buyer for a small designer boutique in Ponte Vedra, Florida. Thanks to this new position at the boutique she will travel to New York for the European designer Train Market and Coterie show. Her future aspirations are to launch her own fashion and accessories line and to own several high-end contemporary men and women's fashion boutiques across the country. Krista's fashion goals have recently been financially encouraged when she became one of the recipients for the 2009 YMA Fashion Scholarship Fund award. Now, thanks to the scholarship, Krista is currently working on licensing and branding to get her fashion line established. Be on the look out for contemporary jewelry and accessories designed by Krista in the near future. Upon graduation, in May 2010, she plans to travel the world to gain artistic inspiration for her line then she hopes to live in sunny Florida.