

BRAND MANAGER

PROFESSIONAL EXPERIENCE

WOLFORD AMERICA, INC. – New York, NY 2013 to 2017
European-based company providing luxury ready-to-wear and hosiery to an international market

BRAND MANAGER

Responsible for training department managers and sales associates in order to provide them the skills necessary to sell our product to their customers

- Developed strategies that improved overall sales volume and product performance by analyzing daily sales data
- Managed and provided in-store representation for luxury accounts such as Saks Fifth Avenue and Bloomingdale's
- Created sales incentives and improved sell-through by 5% on key products
- Prepared and assisted in market appointments, organized and merchandised product, and reviewed key notes and strategies during Market Week
- Composed bi-weekly reports to communicate best sellers, competitor analysis, in-store events, and item sales to upper management
- Coordinated with marketing department for special promotions and the facilitation of training seminars
- Facilitated bi-annual training seminars to develop product knowledge in order to increase sales

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SALES ASSOCIATE

Key holder responsible for providing exceptional customer service in a high-end, fast-paced environment

- Achieved sales goals on a consistent monthly basis
- Assisted in conceptualizing store visuals for all five regional locations
- Provided product knowledge and assisted customers with sales transactions
- Responsible for opening and closing the store when scheduled

WARDROBE EDITORIAL STYLING – New York, NY **Freelance**

GQ MAGAZINE | *Assistant to Lead Stylist*

- Partnered with Michael Nash, Contributing Editor for GQ Magazine
- Organized garments according to size and season
- Provided alterations on set for each model allowing for a tailored fit

V MAGAZINE | *Assistant to Lead Stylist*

- Pulled wardrobe for editorial shoots
- Responsible for dressing models, assisted with coordinating looks, and maintained credits during shoots
- Communicated with PR firms to schedule times to pick up and drop off wardrobe, shoes, and accessories

WESTCHESTER WEDDINGS MAGAZINE | *Lead Wardrobe Stylist*

- Collaborated with Creative Director to execute her vision for 2009, 2010, and 2011 wedding editorial 6-page layout

SESSIONS MAGAZINE | *Lead Wardrobe Stylist*

- Partnered with photographer on multiple projects including 4-page layout and cover

EDUCATION

Bachelor of Arts – Berkeley College White Plains, NY
Major: Fashion Marketing Management