

Anjolena Krough

Apparel Merchandiser

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EDUCATION

Bachelor of Science in Fashion Merchandising at California State University, Long Beach

Aug 2018 - May 2022

Relevant Coursework: Fashion Marketing and Management, Textiles, Retail Buying and Merchandising, Visual Merchandising, Product Development, Fashion Forecasting, Apparel Production, Consumer Behavior, and Global Sourcing.

LINKS

[linkedin.com/in/anjolenakrough](https://www.linkedin.com/in/anjolenakrough)

SKILLS

- Trend Forecasting
- Inventory Management
- Visual Merchandising
- Pricing Strategy
- Product Development
- Supplier Negotiation
- Brand Promotion

LANGUAGES

- English
- Portuguese

HOBBIES

Fashion sketching

PROFILE

Dedicated Apparel Merchandiser with 1 year of experience in driving product selection, display, and sales for retail stores. Strong analytical and trend forecasting skills, combined with a keen eye for visual merchandising. Proficient in inventory management and customer service, with a proven ability to increase revenue and exceed sales targets. Adept at building relationships with vendors and collaborating with cross-functional teams to achieve business objectives. Passionate about fashion and committed to delivering a seamless shopping experience for customers.

EMPLOYMENT HISTORY

● Apparel Merchandiser at Levi Strauss & Co., CA

May 2023 - Present

- Successfully increased annual sales by 15% (\$3 million) in the Western region by identifying key market trends and implementing strategic merchandising initiatives for Levi Strauss & Co.'s product portfolio.
- Streamlined inventory management processes, resulting in a 25% reduction in stockouts and a 10% improvement in overall product availability across 50 retail stores in California.
- Led a cross-functional team to develop and launch a new product line that generated \$1.5 million in revenue within the first six months of introduction and achieved a sell-through rate of 80%.
- Reduced markdowns and clearance sales by 20% (\$500,000) through effective planning, forecasting, and assortment optimization, thereby improving overall gross margin and profitability for the company.

● Assistant Apparel Merchandiser at VF Corporation, CA

Sep 2022 - Apr 2023

- Successfully managed a product line of over 500 SKUs, resulting in a 10% increase in sales and contributing to the company's overall growth in the apparel division.
- Streamlined the merchandise planning process, reducing lead times by 15% and improving inventory turnover by 20%, leading to an increase in gross margin by 5%.
- Developed and implemented a new visual merchandising strategy for key accounts, resulting in a 25% increase in sell-through rates and strengthening relationships with major retail partners.

CERTIFICATES

Certified Supply Chain Professional (CSCP)

Aug 2021

Certified Apparel Production Manager (CAPM)

Jan 2020

MEMBERSHIPS

American Apparel & Footwear Association (AAFA)

International Association of Clothing Designers and Executives (IACDE)