

CONTACT

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EDUCATION

M.S. in Global fashion Enterprise

Aug 2016 - May 2018

The University of Texas

- Member of Delta MU Delta
- Thesis: Business Expansion of Abercrombie & Fitch
- Graduated with 3.93 GPA

Bachelor in Management

Jun 2013 - Apr 2016

NY Institute of Technology

- Concentration in Marketing
- Thesis: Research on Marketing Strategy of L'Oréal
- Graduated with 3.9 GPA

SKILLS

Microsoft Office - Word, PowerPoint, Excel

Adobe Suite – Photoshop, Illustrator, InDesign

Analytical Skills

PLM Software - Yunique Gerber

Problem Solving

Marketing

Gray Hudson

BUYER/MERCHANDISER

SUMMARY

Highly accomplished professional with two years of experience in the fashion industry in areas of buying, merchandising, forecasting, market analysis, and customer service. A double degree in the same has enhanced my capacity to work on the deliverables to produce a considerable output.

EXPERIENCE

Assistant Buyer Trainee

Sep 2019 - Present

Martin Grand - Westside Home

- Assist the buyer in creating core product mixes that are customer oriented and curated to achieve company profit.
- Concepted, sourced and developed 7 product categories in the Home department along with the buyer.
- Attends key meetings such as Bestsellers, Design, Costing and Sample Approval.
- Analyzed sales figures on a daily basis, with special emphasis on inventory levels and vendor performance.
- Analyzed sales product performance to determine if markdowns were required.
- Created Visual Merchandising strategies and executed them across 80 stores.
- Collaborated with cross functional teams including Merchandising, Sourcing Technology, Marketing.
- Maintained industry knowledge: researched and explored marketplace and category trends

Assistant Buyer

Aug 2018 - Apr 2019

JVM Forman Mills

- Maintained open to buy report and delivery log and managed receipt flow to ensure optimum sales and inventory results.
- Reviewed, processed and tracked monthly replenishment orders, as well as emergency orders when applicable.
- Ensured timely delivery of merchandise through consistent communication with vendors and distribution center.
- Generated and distributed weekly sales and style selling reports for the Divisional Merchandising Manager.
- Analyzed sales figures, customer's reactions and market trends to anticipate product needs and plan product ranges/stock.
- Collaborated with suppliers, distributors and analysts to negotiate prices, quantities and time-scales

Merchandising Intern

Jan 2018 - May 2018

The New Standard Edition

- Contributed to different projects undertaken by the buyer & designer.
- Initiated a new bedding line of comforters and sheet sets in Bed, Bath & Beyond and an active wear line in Footlocker.
- Planned and developed merchandising strategies for these brands that would balance customers' expectations and objectives.
- Updated inventory on The New Standard Edition website on a timely basis, managed E-commerce business and researched opportunities to grow revenue.
- Researched potential target customers for new its brand. Identified POP up shop opportunity and essential sales events.