Frank Luis Romero

Los Angeles, CA · RomeroFrank63@gmail.com · 562-618-2380

EDUCATION

Bachelor of Arts – Fashion Merchandising   **December 2015**
California State University Long Beach
Associate of Arts – Liberal Arts, emphasis in Natural Sciences   **June 2011**
Cerritos Community College

WORK EXPERIENCE

Hot Topic – City of Industry, CA

Associate Buyer –   **Mar 2022 - Present**
Buyer for Non-Licensed Men's Tops, Outerwear & Bottoms and Jrs & Plus Denim & Non-Denim Long Bottoms & Shorts
Assistant Buyer –   **Oct 2020 – Promoted**
Buyer for Men's Non-Licensed Tops, Outerwear & Bottoms/Assistant for Non-Licensed Jrs & Plus Denim & Non-Denim Long Bottoms & Shorts

- Pull, analyze, and present weekly business
- Guide and edit style creation process with Graphic Designers, PD, and market vendors
- Cultivate vendor relations, keeping close communication on development, cost negotiation, and shipments
- Work with Planning to review OTB
- Identify hot and slow sellers, placing reorders for hots and submitting promo selections for slow styles as needed
- Execute monthly Style Outs
- Manage Merchandise Coordinator on PO updates and sample tracking
- Propose weekly stock buys
- Create and update Buy Plans, Cost Logs, Order Forms and Line Sheets
- Place all orders and reorders with efficiency
- Attend fit meetings providing guidance and direction to team
- Sample and sample closet management for owned categories

Guess?, Inc. Factory Division – Los Angeles, CA

Assistant Buyer – Buyer Men's Tee & SL Knit Buyer/Assistant Men's Knits & Denim   **Jul 2018 - Oct 2020**

- Analyze and present business weekly
- Develop styles with internal PD team and monitor product from development through sell through
- Execute monthly Men's Tee and SL Knit Buys
- Own inventory trackers for owned categories
- Partner with the Merchandising team to set up the mock store for store merchandising updates
- Create all buy plans and detail sheets for Senior Buyer
- Place all initial orders, re-orders, and chase buys for all Senior Buyer's classes

Allocation Analyst – Footwear, Kids, Belts, & Fragrances   **Jul 2017 – Jul 2018**

- Allocate product to stores to optimize in-store inventory to drive sales and store performance
- Create POs and sizing request
- Maintained stock balance templates, store lists, S&I reports, sizing templates and other tools
- Plan a monthly Store Volume Rank for initial allocation of product

Nordstrom- Del Amo, CA

Women's Shoe Sales, Social Media Store Specialist   **Jun 2013 – Jul 2017**

- Assist, recommend, and sell women's and salon shoes providing excellent customer service
- Creatively style, shoot, and edit photoshoots to be used for store's social media
- Work with management on direction, goals, and vision for social media strategies to drive interest and sales

ADDITIONAL SKILLS

- **Computer:** Microsoft Office (Excel, Word, PowerPoint, and Outlook)
- **Office Applications:** Enovia, Retail Data Warehouse Database, JDA, Oracle
- **Language:** Conversational in Spanish
- **Interests:** Running, Volleyball, Traveling