

ALEXANDRIA HAMILTON

(702) 793-9654 • allyhamilton0@gmail.com

SKILLS: Policy Analysis • Photoshop • Shopify POS • SEO • Sustainability Reporting • EDI Maintenance • Forecasting • Marketing Campaign Management • Sustainability Audit • Merchandising • Social Media Marketing • Python • HTML • MS Excel (Advanced – VLOOKUP, Pivot Tables & Macros)

Marketing and merchandising professional with 5+ years of experience delivering services to luxury brands. Proven success in high value deliverables aimed at increasing sales and brand awareness. Possesses a unique combination of creative visual merchandising skills, market trend analysis, and strong relationship-building abilities with store managers and buyers.

PROFESSIONAL EXPERIENCE

FRAME

Retail Coordinator

May 2023–Present

- Pioneered Retail Coordinator role, ultimately resulting in ~80% retail sales growth in locations once considered “low-performers”.
- Conduct comprehensive analysis during in-store visits, providing measurable insights for merchandise planning and development, contributing to the brand's competitive edge.
- Execute dynamic visual merchandising strategies aligned with market trends.
- Conduct impactful product knowledge seminars, contributing to increased sales performance and improved customer relations.

Styling Manager

August 2022–May 2023

- Managed associate level staff to ensure proper merchandising, customer relationship management, and product knowledge
- Maintained position as top salesperson generating on average \$50k per month in store revenue.
- Foster ongoing customer relations by offering personalized styling tips, shopping recommendations, and exceptional customer service.

Nordstrom

Personal Stylist

April 2022–August 2022

- Used consumer insights and analyzed luxury market conditions to develop effective sales and marketing strategies.
- Maintained understanding of current inventory, merchandising, and in-store placement to inform sales strategy.

Green Little Heart

Analyst/Consultant

July 2021–August 2022

- Delivered bi-weekly KPIs on CSR initiatives to identify strengths and weaknesses of ongoing marketing campaigns; deliverables included SWOT analysis, problem/solution frameworks, content proposals, etc.
- Responsible for content creation and promotional advertising.
- Provided comprehensive product & brand feedback consisting of various methods of research and data extraction points.

EDUCATION

Arizona State University

Tempe, AZ

Bachelor of Arts in Sustainability with a focus in Policy Analysis & Governance

December 2021

Cum Laude • Dean's List • 3.8 GPA

- Worked directly with the Sustainability Project Manager of Peoria, AZ to propose and implement amendments to the city's STAR community index and Sustainability Action plan.
- Spearheaded analysis and solution framework for homelessness in Florida, US.
- Provided SWOT analysis, brand mapping, and sustainability regulatory compliance analysis for Patagonia.
- Completed an impact analysis of the social-ecological system of Lake Mead and the ongoing drought affecting the ecosystem.
- Delivered an SDG trend analysis and proposed future strategic policies for the city of Phoenix, AZ.
- Conducted international market research on sustainable material interest & presented data to Sustainable Innovation forum.