

Professional Summary

Results-driven and visionary leader with over 10 years of experience in the apparel industry, leveraging expertise in merchandising, design, and management to drive business growth and innovation. Currently, spearheading my own successful online clothing store, Inazuma.co, catering to the women's wear market.

Professional Experience

Founder & CEO

Inazuma.co | 2020 - Present

Senior Merchandising Manager

Elegance Inc. | 2018 - 2020

Key Achievements:

- Increased sales by 25% through effective product assortment and pricing strategies.
- Developed and implemented a supply chain optimization plan, reducing lead times by 30%.

Responsibilities:

- Led a team of merchandisers in product development and buying decisions.
- Collaborated with design teams to ensure brand consistency and market trends alignment.

Merchandising Manager

Trendsetters Ltd. | 2015 - 2018

Key Achievements:

- Successfully launched a new product line, achieving a 40% increase in quarterly sales.
- Improved inventory turnover by 20% through data-driven stock management.

Responsibilities:

- Managed product life cycles from concept to delivery.
- Conducted market research to inform merchandising strategies.

Assistant Designer

Fashion Forward | 2012 - 2015

Key Achievements:

- Contributed to the design of a best-selling collection, resulting in a 50% increase in brand visibility.
- Developed and maintained design files and technical packs for production.

Responsibilities:

- Assisted in the creation of design concepts and prototypes.
- Coordinated with the production team to ensure design integrity.

Education

Bachelor of Fine Arts in Fashion Design

Parsons School of Design at The New School | 2012

Technical Skills

Productivity Software:

- Microsoft Office
- Google Workspace

Data Analysis:

- Microsoft Excel
- Tableau

Management Tools:

- Asana
- Trello

Design Software:

- Adobe Creative Suite
- Sketch