

Professional Summary

Results-driven apparel professional with 10+ years of experience in field marketing, negotiation, and training delivery. Proven track record of driving business growth and leading high-performing teams. Currently, an AP09 level SB Associate at Inazuma.co, leveraging expertise to drive strategic initiatives and foster collaborative partnerships.

Professional Experience

Senior Business Associate (AP09)

Inazuma.co | January 2020 - Present

Business Development Manager (AP07)

ApparelMax Inc. | June 2018 - December 2019

Key Achievements:

- Increased sales by 25% through targeted marketing campaigns and strategic partnerships.
- Developed and implemented a training program that improved sales team performance by 30%.

Responsibilities:

- Managed a team of 5 to execute marketing strategies and achieve sales targets.
- Conducted market research to identify trends and opportunities.

Marketing Coordinator (AP05)

FashionForward Ltd. | March 2015 - May 2018

Key Achievements:

- Successfully launched 3 new product lines, resulting in a 15% increase in overall sales.
- Collaborated with the design team to create visually appealing marketing materials.

Responsibilities:

- Assisted in planning and executing marketing events and campaigns.
- Coordinated with external vendors for promotional materials.

Sales Representative (AP03)

StyleHub | January 2012 - February 2015

Key Achievements:

- Consistently met or exceeded monthly sales targets, earning 'Sales Representative of the Quarter' twice.
- Built strong relationships with clients, resulting in a 20% increase in repeat business.

Responsibilities:

- Engaged with customers to understand their needs and provide tailored solutions.
- Maintained accurate sales records and reported to management.

Education

Bachelor of Science in Marketing

University of Michigan | December 2011

Technical Skills

Negotiation and Business Development:

- Contract Negotiation
- Strategic Partnerships
- Business Growth Strategies

Field Marketing and Training:

- Event Planning
- Training Program Development
- Field Marketing Strategy

Software and Tools:

- Microsoft Office Suite
- Google Workspace
- CRM Software (Salesforce)