

Professional Summary

Results-driven and seasoned apparel professional with over 12 years of experience in the industry, driving business growth through strategic merchandising, textile innovation, and team leadership. Currently, an AP12 level executive at Inazuma.co, leveraging expertise to shape the company's apparel category.

Professional Experience

Senior Director, Apparel Category

Inazuma.co | January 2020 - Present

Director, Merchandising

FashionForward Inc. | June 2018 - December 2019

Key Achievements:

- Developed and executed a merchandising strategy that resulted in a 15% increase in sales within the first year.
- Successfully led a team of 8 merchandisers, providing coaching and development opportunities that led to a 90% team retention rate.

Responsibilities:

- Category management for women's apparel
- Collaboration with design and production teams for product development

Senior Merchandiser

Trendsetters Ltd. | March 2015 - May 2018

Key Achievements:

- Identified and capitalized on emerging trends, contributing to a 20% increase in sales of new product lines.
- Improved supply chain efficiency by 30% through strategic vendor partnerships.

Responsibilities:

- Market research and trend analysis
- Product line development and pricing strategies

Merchandiser

Apparel Insights | January 2012 - February 2015

Key Achievements:

- Assisted in the launch of a new e-commerce platform, resulting in a 50% increase in online sales within the first quarter.
- Developed and maintained strong relationships with suppliers, ensuring timely deliveries and reducing stockouts by 25%.

Responsibilities:

- Assisted in category management for accessories
- Coordinated with the marketing team for promotional campaigns

Education

Bachelor of Science in Fashion Merchandising

New York University - Steinhardt School of Culture, Education, and Human Development | May 2011

Technical Skills

Apparel and Textiles:

- Fabric sourcing and development
- Garment construction and quality control
- Sustainable textiles and practices

Merchandising and Retail:

- Category management and assortment planning
- Visual merchandising and store design
- E-commerce platform management

Leadership and Collaboration:

- Team management and development
- Cross-functional collaboration
- Strategic planning and execution