

# Bentley Freeman Bryant

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## *Business Education*

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University of Mississippi | Oxford, MS

**B.B.A in Marketing and Corporate Relations with Emphasis in Public Relations**

*June 2013 Graduation*

## *Qualifications and Capabilities*

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- Highly determined with experience in business and a passion to learn more about the industry regarding wholesale, buying, public relations and marketing with fashion
- Constantly demonstrates leadership with other individuals, but knows how to take directions from others when learning new concepts
- Editorial and computer skills using Microsoft Office including Excel and PowerPoint

## *Related Work Experience*

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Pour La Victoire | New York, NY

*September 2013 – September 2014*

### **Handbag Account Executive, Specialty and Independent Stores**

- Account executive for our all independently owned boutiques in the U.S. and internationally (200+ stores)
- Drives growth in finding new accounts as well as developing relationships with buyers, opened 30 accounts and counting
- Analyze weekly and monthly sell-thru reports to advisors
- Attended and worked all New York market weeks such as FAANY and Coterie, as well as Vegas Platform
- Ran sell-through reports and put together spreadsheets of all major departments stores weekly selling
- Created linesheets as well as assisted in placing the season buy after market weeks

### **Brand Ambassador**

- Sales representative and retail manager of sales on our major retailer floors, specifically Henri Bendel
- Helps create pop-up shops and exclusive events at our major retail accounts

Walk This Way | Newport News, VA

*August 2008 – August 2013*

### **Head Buyer & Sales Associate**

- Assisted store owner at buyer's market in New York City to select shoe lines and brands twice a year
- Created merchandising displays in the store as well as working the register, marking inventory, and organizing stock room
- Modeled for Walk This Way ad campaign to promote shoe store marketing
- Photos are located both in the store and also on the [www.walkthiswayshoes.com](http://www.walkthiswayshoes.com) website

J. Mendel | New York, NY

*June 2012 - August 2012*

### **Wholesale Intern**

- Worked during market meetings with luxury buyers associated with Saks Fifth Avenue, Bergdorf Goodman, etc.
- Assisted with production of the Spring 2012 collection, fashion fittings, and photo shoots.
- Completed on sell-thru reports for CFO, purchase orders for each store, and line sheets for buying retailers
- Personal assistant to CEO Gilles Mendel and CFO Susan Sokol for a week long period

The American Heart Association | Memphis, TN

*January 2013 - Present*

### **Public Relations Intern**

- Head of the 2013 Heart Ball Silent Auction
- Worked heavily with the Go Red For Women campaign

## *College and Community Activities / Leadership*

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New York Junior League | New York, NY

*January 2014-Present*

### **Home Design Committee**

- Philanthropy group that serves the Manhattan area in community service events, as well as social events for fundraising

Kappa Kappa Gamma University of Mississippi | Oxford, MS

*September 2009-May 2013*

**Lee Davis Leadership Award**

- Award given to a member of sorority that was extremely involved with activities, taking on responsibilities even when not asked and demonstrated intense leadership to others at all times

**Rush Team, Recommendation Chairman**  
**Alumni Relations Chairman**