Bentley Freeman Bryant

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### Business Education

*University of Mississippi* **|** Oxford, MS

##### B.B.A in Marketing and Corporate Relations with Emphasis in Public Relations *June 2013 Graduation*

### Qualifications and Capabilities

* 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

*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

#### 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**