

# CHELSEA SULLIVAN

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## EDUCATION

### University of Minnesota

Remote | Certificate: UX/UI Design

- UX/UI Boot Camp Experience
- Developed strategies to communicate design decisions to key stakeholders through wireframing
- Learned rapid prototyping using InVision, Adobe XD, & Figma

### University of Cincinnati

Cincinnati, Ohio | August 2021

Honors: Cum Laude

- Marketing B.A., Lindner College of Business
- Minor: Fashion Studies, College of Design, Architecture, Art, and Planning

### London Fashion Retailing

London, United Kingdom | August 2019

- Study Abroad Experience
- Used primary and secondary research methods to study London from a student's perspective with the retailing industry.
- Researched the bridge between the European market with the US market.

## LEADERSHIP

### Teaching Assistant

Lindner College of Business | August 2020- January 2021

- Guided 15 students through a semester-long academic first-year experience, consisting of individual coaching and group breakout sessions weekly.
- Improvised effective problem resolution for student needs through student empowerment, open-ended questions, and empathic presence.

### Chief Marketing Officer

Lindner Women in Business | August 2018 - March 2020

- Maintained brand identity through effective marketing to members, external partners, & the greater community.
- Designed and executed merchandise for group by selling 100 units within 2 weeks.
- Devised & deployed appealing, inclusive marketing campaigns to highlight our brand, accomplishments, and members.

### Student Ambassador

National Retail Foundation | October 2019 - Present

- Built presence of the NRF Student Association on college campus.
- Elevated student participation significantly through scholarships and events.

## HONORS & AWARDS

- Credo Warrior, *Apple Retail* (2020)
- Women in Business of the Year, *Lindner College of Business* (2019)
- Diversity & Inclusion Scholarship, *Lindner College of Business* (2019)

## EXPERIENCE

### Sourcing Coordinator - Factory Direct

Kohl's | Remote - New York, NY | May 2022 - Present

- Agent between vendors, factories, mills, and internal Kohl's cross-functional teams
- Implemented & designed monthly email newsletters to communicate business needs and keep vendors updated on new initiatives, calendars, and FAQ's.
- Coordinated the annual forecasting process which involves precise planning for massive data collection.
- Collaborated with vendors on executing sourcing strategies and ensuring optimal value and on-time delivery within the product development cycle.

### Assistant Buyer - Pants, Jackets, Skirts & Outerwear

Lane Bryant - Columbus, OH | June 2021 - March 2022

- Supported Buyer in reacting to current business trends; ensured the integration of fashion newness, developed upside strategies, and recognized product evolution.
- Collaborated cross-functionally with product development, design, and planning to ensure the flow of the vertical process was maintained.
- Executed sequence strategies with our eCommerce team to drive demand results.
- Worked with Planning and Allocation on promotional cadence, flow order, color/size buys, and minimum /maximum quantities.

### Apple Pay Business Development

Apple Corporate | Remote - Cupertino, CA | January 2021 - June 2021

- Provided value proposition and product awareness around Apple Pay for merchants to integrate contactless payments for their website.
- Identified new business opportunities inside US and Canadian eCommerce markets, including IR Top 500 Retailers.
- Oversaw marketing functions to identify key marketing strategies for successful new customer acquisition.
- Managed and maintained a structured analysis of target markets, clients, and documentation in the CRM system.

### Technical Specialist

Apple Retail - Cincinnati, OH | January 2020 - March 2020

- Performed troubleshooting, diagnosis, and repair of Apple iOS hardware and software.
- Developed customer relationships and provided relevant solutions.
- Maintained an average of 90% customer service rating.

### Assistant Buyer Intern- Denim

Lane Bryant - Columbus, OH | June 2019 - August 2019

- Assisted in negotiating buying terms with vendors.
- Understood components of driving a business based on daily and weekly sales analysis, and margin performance.
- Developed a point of view about product assortment by taking data analytics and applying information to upcoming seasons.

## SKILLS

- Microstrategy Reporting
- Advanced Microsoft Office Suite & Google Platforms
- Advanced Excel skills
- HTML, CSS, GitHub, Bootstrap, JavaScript, jQuery
- Adobe XD and Figma

- UX/ Design Thinking
- Product Development
- Visual Design
- Business Development
- Strategic Planning
- Data Analysis