

## Daisha Bates

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Remote, NY | 518-250-8604 | daishabates46@gmail.com

Creative Professional Stylist and Merchandiser with 4 years of experience driving sales by creating engaging, inspiring displays for retail stores. Passionate about providing empathetic, thoughtful styling experiences that drive customer retention.

## Professional Experience

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### FindMine | Remote Position

#### Digital Fashion Stylist | October 2022- Present

In this role my duties and responsibilities include:

- Supporting digital merchandising and product curation for our retail clients (FindMine clients are Athleta, Athleta CA, Banana Republic, Banana Republic CA, Banana Republic Factory, BCBG, Cole Haan, Old Navy, Old Navy CA, Lands End US, GAP, GAP CA, Gap Factory, Vineyard Vines, Rent The Runway, Revolve, Tiffany, etc.).
- Curating styling deliverables to support our clients.
- Support the day-to-day business operations by curating outfits for our clients based on their brand guidelines.
- Identifying client styling opportunities for optimization.
- Collaborating with our Customer Experience team to ensure success of client goals.
- Other relevant research projects as needed.
- Supporting relevant admin tasks as needed.

### Hanna Andersson | Remote Position

#### Seasonal Personal Shopper | October 2022- January 2023

In this role my duties and responsibilities include:

- Acquire, cultivate and maintain relationships with Hanna customers.
- Communicating with new and long-term Hanna customers to determine what they're looking for.
- Offering advice and knowledge of the best products to purchase for their needs, processing orders, and assisting with exchanges or returns.
- Creating a memorable and personalized customer experience
- Educates self and customer on merchandise, events, promotions, policy and services
- Demonstrates expert styling and brand knowledge.
- Recommends merchandise based on expert product knowledge and customer preferences.
- Cultivates the customer relationship through personalized connection.
- Acquires and builds customer base primarily through forming relationships with new customers and retaining/building existing customers.
- Ability to strategize own business and be self-motivated: takes initiative to increase productivity through suggestive selling and strong customer relationships.
- Utilizes selling tools and technology to sell across all channels effectively.
- Achieves personal and business sales goals.
- Partners with others when needed to provide the best customer experience.
- Actively creates a positive work environment through teamwork and collaboration.
- Maintains positive working relationships throughout the company.
- Plan timely and appropriate feedback/follow-up with Manager/corporate as requested.
- Actively embraces Hanna's spirit of "we're in this together" and never uttering the words "...that's not my job."
- Other duties that leadership and/or the Board of Directors require of this role.

### Rue Gilt Groupe | Remote Position

## **Personal Shopper/ Stylist | May 2022- October 2022**

In this position my duties and responsibilities include:

- Suggest and style looks for Gilt's high value members by creating a personalized shopping service that matches their client profile and purchase history.
- Communicate, develop, and foster relationships with our Members through email, text and/ or phone.
- Grow and maintain your own client book of business to drive sales.
- Consistently achieve or exceed productivity and sales goals to contribute growth within the business. Proactive and consistent in approach to drive sales opportunities.
- Leverage the breadth of product categories (apparel, shoes, accessories, jewelry & watches) and brands to service your client needs
- Possess a deep understanding of the various body types and make recommendations that would flatter, fit, and complement our members' needs and lifestyles.
- Provide a white-glove, high-touch experience and exceptional service that aligns with Rue's commitment to its Members.
- Be the voice of our Members by relaying any feedback and helping us continue to quickly and efficiently address their needs.
- Consistently shop the Gilt site to familiarize and stay up to date on brand and product knowledge.
- Attend and actively participate in weekly team meetings by sharing productive learnings with your Lead, Manager and Personal Shopper team.
- Own performance and client list by actively being invested in growth by utilizing tools and resources shared from all levels.

## **Rue Gilt Groupe | Remote Position**

### **Short- Term E-commerce Visual Merchandiser | October 2021- May 2022**

In this contract, full- time E-commerce Visual Merchandiser role my duties and responsibilities include:

- Assisting boutique producers with production of styles from start to finish.
- Track boutique readiness for site merchandising to ensure timelines are met and outstanding action items were complete prior to boutique launch dates and times.
- Merchandise all styles from categories in footwear, accessories/beauty, jewelry/watches, European luxury fashion, home goods, men's and kids.
- Ensure all timelines for boutique preparation and launch dates and times are met.
- Measure and document my performance of boutique events ensuring to reach the minimum of 19.5 events to be merchandised daily.
- Engaging and motivating the customer towards making a purchase through visual merchandising storytelling.
- Merchandising a minimum of 19.5 boutiques and events daily online for Rue La La and Gilt using specific art and science or both (for certain categories or one or the other) standards.
- Communicate with Production teams daily on workload capacity.
- Proactively raise concerns, issues, and recommendations within a timely manner on all boutiques to manager.
- As 4 hybrid tasks along with visual merchandising, I also do style quality assurance for completed production styles on site pre-boutique launch to ensure accuracy on website, size box ordering, size chart quality assurance and cat navigations.

## **KLAZET Inc. | Remote Position**

### **Fashion Intern | January 2022- March 2022**

- Act as a liaison to the fashion and marketing team, to assist in curating and growing our network of fashion brands, universities/colleges, technology, and musician artists.
- Assist in amplifying Klazet's partnered brand's core values and mission, through storytelling via networking, retail, and eCommerce.

## **Marshall's | Buffalo, NY**

### **Beauty & Ladies Department Merchandise Associate | September 2019- March 2020**

- Arranged merchandise for presentations and displays by removing old items and unloading and setting up new items in alignment with business goals.
- Monitored stock levels and replenished merchandise by restocking shelves and sales floor, ensuring supply meets demand.
- Assisted customers with finding merchandise in-store by developing an understanding of where 1,000s of products are located.

#### **MMW Style Studio | Buffalo, NY**

##### **Styling, Visual Merchandising and Sales Intern | Front-End Customer Service Intern | June 2019 - August 2019**

- Developed visually appealing window displays by designing and creating a vision in line with sales goals and business initiatives.
- Dressed 7 mannequins weekly throughout the store interior, driving sales with styles in line with trends.
- Provided excellent customer service and checked guests out by operating cash registers and collecting payment utilizing the POS system.

#### **Emotional Outlet | Canajoharie, New York,**

##### **Styling & Visual Merchandising Intern | June 2018- August 2018**

- Greeted customers in a high volume environment, providing high-touch customer service in line with store standards.
- Created 7 appealing and eye-catching visual displays, interior displays, and floor plans throughout my time here.
- Supported team with ad-hoc administrative and styling requests, remaining adaptable to ensure smooth operations.

#### **McLemon's | Johnstown, New York**

##### **Visual Merchandising & Styling Intern | June 2018- Aug 2018**

- Developed eye-catching, vibrant visual displays to engage customers and drive sales for the store.
- Ensured clothing and product was well-organized by creating a system to track product efficiently.
- Styled outfits aligned to current trends and coordinated lighting and display for store windows.

#### **Ashleigh Amber Photography | Fort Plain, New York**

##### **Photographer Assistant Intern | June 2018- Aug 2018**

- Assisted photographer Ashleigh Amber, with a themed bohemian set in her photography studio, which I then modeled for her to showcase the set on her business page to display for her existing and potential clients.

#### **Core Competencies**

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Styling, Merchandising, Floor Plans, Lightning, Displays, Technology, Trends, Retail, Clothing, Customer Service

#### **Education & Honors**

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**Bachelor of Science, Fashion and Textile Technology (Concentration in Fashion Merchandising)|** The State University College at Buffalo | 2019

**Phi Upsilon Omicron Honor Society and Epsilon Pi Tau Honor Society |** Member