

# INSHASAYANI

UNIVERSITY OF GEORGIA (MAY 2019): B.S. BUYING & PLANNING, STUDIO ART MINOR  
GEORGIA INSTITUTE OF TECHNOLOGY (DEC 2022): FULLSTACK WEB DEVELOPMENT PROGRAM

## WORK EXPERIENCE

### THE HOME DEPOT

#### Brand Advocate Analyst | Apr 2022 - Present

- Conduct root cause analyses on key performance indicators
- Weekly vendor check-ins to discuss strategies and KPI health
- Analyze consumer behavior to improve interconnected experience
- Handle product launches and kickoff new initiatives for vendor
- Prepare and present monthly, quarterly and yearly business reviews to key stakeholders, suppliers and merchants.

### SUNDANCE CATALOG

#### Assistant Planner, Home & Jewelry | Mar 2020 - Mar 2021

- Forecasted accurate product sales based on LY/previous data to ensure correct sell-through and avoid missed sales opportunity.
- Created Assortment Plans by-store for 15 locations cross-country.
- Replenished year-round product daily, and coordinated season-end product to overflow while allocating new product in.
- Cultivated trend analysis and strategic inventory plans to improve turnover, sell-through, and gross profit for launched product.
- Presented performance analytics pre/post implantation to key stakeholders, CEO and Retail sector.

### HAUTE HIJAB NEW YORK

#### Merchandising Intern | May 2018 - Aug 2018

- Drafted product copy and assisted Merchandise Planner in day-to-day activities; sustained  $\geq$  \$130,000 in revenue each month.
- Successfully pitched colors for Spring/Summer line and two new collections via personal research and attending TexWorld USA.
- Worked with CEO, creative director, and merchandise planner to price, campaign, and launch the Ultimate Underscarf Collection.
- Pulled daily inventory, profit, and product reports from TradeGecko.

### POLO RALPH LAUREN

#### Sales Associate | Aug 2016 - Jan 2017

- Utilized RFID technology to assess shrinkage and take inventory.
- Responsible for preparing cash (\$24,000+) for bank deposit and mastering point-of-sale (POS) system.
- Visual Merchandising team; worked after hours to set floor for new collections.

## SKILLS AND LANGUAGES

- Strategy, Planning Analysis, Trend Forecasting, Pricing, Allocations
- Data Analytics, Tableau, Microsoft Office (Certified Excel Expert)
- HTML, CSS, JavaScript, jQuery, React, Bootstrap, Tailwind, Handlebars
- NodeJS, ExpressJS, MySQL, MongoDB, PWAs, Git, State, OOP, MVC
- SEO, Google Analytics, E-Commerce (Shopify, WordPress), Marketing
- Adobe Suite (Photoshop, Illustrator, InDesign, Lightroom, etc.)
- Photography, 2D and 3D Visual Arts

### ILR

- English ●●●●●
- Hindi ●●●●●
- Urdu ●●●●●
- French ●●●○○
- Arabic (MSA) ●●○○○

## RELEVANT EXPERIENCE

### RETAIL MATH PROJECT: MOSAIC BOUTIQUE

#### Retail Planning & Buying | March 2018

- Served as Division Buyer for Fall/Winter 2018; purchased \$2,633.00 inventory; target planned sales at \$9,511.71.
- Calculated 6-month merchandise plan, including 53% markup, 15% markdown, 2% shrinkage, \$7,727.95 average stock and 1.17 turnover.
- Created assortment plan with 6 styles of blouse unit cost \$12, markup 75% and retailing at \$21 each. Combined size, color, and price assortment for 72 SKUs.

### BRAND IMAGE PROJECTS

#### Textile Economics | Aug. 2015 - March 2018

- Fabricated various different brands (cosmetics, clothing, etc.) and drafted business plans for each.
- Researched target market and brand imaging skills, used these to make a successful new business.
- Collaborated with 6 team members to present business plans; professor score average: 9.5/10.

### UGA CORTONA

#### Study Abroad | Aug. 2017 - Jan. 2018

- Curated fashion show on Italian style and its influence on American fashion for exhibition, "Mostra", in Tuscany, Italy (also featured ceramic and metalwork art).
- Acquired expertise on Italian designers (Ferragamo, Capucci, etc.) by visiting and researching their work.
- Unearthed knowledge on Italian fashion, jewelry making, ceramics, and Renaissance art history.

## LEADERSHIP AND SERVICE

### SIGMA SIGMA RHO SORORITY INC.

#### DOMESTIC VIOLENCE AWARENESS & PREVENTION

#### President | Aug. 2018 - May 2019

Sigma Sigma Rho Inc. is a sorority centered on amplifying the voices of women of color and giving space to exchange culture and cause with like-minded organizations.

### UNMASK INC.

#### SEXUAL ASSAULT ADVOCACY

#### Vice President, Founding Member | Aug. 2018 - May 2019

Unmask was established to bring the realities of collegiate sexual assault to the forefront. Giving survivors and advocates a platform to raise awareness and protect themselves against abuse.

### ASHA FOR EDUCATION

#### CHILDREN'S LITERACY

#### Executive Graphic Designer | Aug. 2018 - May 2019

Asha for Education is a 501(c)(3) whose mission is to catalyze socio-economic change in India through the education of underprivileged children.

