

nia concepcion

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PROFILE

Highly organized, driven and detail-oriented individual with experience in:

- Merchandising Strategy
- Brand Development
- Data Analysis
- Trend Forecasting
- Proficient in Microsoft Office Suite
- Adobe Photoshop

EDUCATION

California State University, Long Beach

LONG BEACH, CALIFORNIA

Bachelor of Arts, Fashion Merchandising

GPA: 3.49

AUG 2014 - AUG 2016

Fashion Institute of Design & Merchandising

LOS ANGELES, CALIFORNIA

Associate of Arts, Merchandise Marketing

GPA: 3.55

OCT 2011 - JUN 2013

EXPERIENCE

Marketing Intern, Trina Turk

ALHAMBRA, CALIFORNIA

SEPT 2015 - DEC 2015

- Coordinated the production of promotional collateral and distribution to all Trina Turk boutiques
- Assisted with preparation and delivery of samples, marketing campaigns, and product launch activities
- Collaborated with cross-functional partners in buying and e-commerce to achieve alignment on brand initiatives, strategy, and proposals

Public Relations Intern, Fashion Forwards

LOS ANGELES, CALIFORNIA

JAN 2015 - MAY 2015

- Developed and negotiated product placement opportunities with key partners to drive awareness and influence
- Managed sample trafficking and maintained organization of showroom and product closets
- Secured and tracked media placements in print and online media for client reports

Buying Intern, Rolling Greens Nursery

CULVER CITY, CALIFORNIA

APR 2013 - JUN 2013

- Created a streamlined sales tracking system to chart trends among top selling products and identify opportunities
- Conducted research and sourced relevant products to build a comprehensive assortment
- Built and maintained vendor relationships by negotiating pricing and discounts as needed

VOLUNTEER EXPERIENCE

Wearable Technologies Conference

JULY 2014

Los Angeles Lakers Casino Night

MAR 2013

Fashion Group International Los Angeles

MAR 2012