

NAME	JINHWA ROH			
ADRESS	2200 Benjamin Franklin Pkwy, S0504, Philadelphia, PA 19130			
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SUMMARY

- Graduated with a B.A. in Clothing & Textiles and Human Environment & Design (double major) from Yonsei University.
- Completed an internship in VMD & Visual Design division at Galleria Department Store.
- Have 4 years and 6 months of work experience as an assistant and associate buyer at SK Networks.
- Experience in buying & merchandising for Hilfiger Denim and American Eagle.
- Have brand launching experience in buying & merchandising division. (American Eagle)
- Worked closely with a buying office and factory to develop products, ensure product quality, shipping time, and price/value.
- Am a highly motivated, adaptable, and resourceful team player.
- Am able to complete projects on time and within budget.
- Have a comprehensive and detailed understanding of buying & merchandising.
- Have a well-developed visual sense and conceptual abilities.
- Have expertise with the Microsoft Office product suite.
- Am familiar with Adobe Illustrator and Photoshop.
- Am interested in art and design gained by activities in fine art club and Art in London, program related to western art industry.

EDUCATION

03/2006 ~ 02/2011	Bachelor of Science in Human Ecology.
	<ul style="list-style-type: none"> - Yonsei University, Seoul, Korea. - Major: Clothing & Textiles and Human Environment & Design (double major)
07/2009 ~ 08/2009	Art in London Program, Yonsei University.
	<ul style="list-style-type: none"> - Visited London and Learned about the European art and the western art industry. - Sponsored by MCM.

INTERNSHIP

06/2010 ~ 08/2010	VMD & Visual Design Division at Galleria Department Store.
	<ul style="list-style-type: none"> - Compiled valuable images for the next season's visual proposal. - Performed duties related to the package design of juice bottles.

WORK EXPERIENCES

01/2011 ~ 06/2015	SK Networks
	<ul style="list-style-type: none"> - Assistant and associate buyer for Hilfiger Denim and American Eagle.

Main Responsibilities

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| 01/2011 ~ 12/2014 | <ul style="list-style-type: none">- Was in charge of buying and merchandising men's shirts, sweaters, pants, and accessories.- Analyzed weekly, monthly, and seasonal sales.- Engaged in comprehensive discussions with HQ about the business. (e.g. market situation, customer feedback, sales results, OTB, seasonal buying, exclusive product development, and quality issue)- Developed exclusive products based on Korean market needs.- Worked closely with a buying office to ensure product quality, shipping time, and price/value.- Decided retail prices considering value, FOB, MU, and competitor's price. |
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Significant Project

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| 12/2014 ~ 06/2015 | <ul style="list-style-type: none">- Launched American Eagle in buying & merchandising division.- Engaged in buying and merchandising for spring'15, summer'15, fall'15, and winter'15.- Determined price range.- Defined potential customers by market segmentation.- Analyzed future competitors.- Engaged in tag & label development.- Assisted in IT setup.- Prepared to open 1st store.- Developed collaborative relationships with internal colleagues in sales, planning, VM, marketing division, etc. |
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EXTRACURRICULAR ACTIVITIES

President, Fine Art Club of Yonsei University

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| 02/2008 ~ 08/2008 | <ul style="list-style-type: none">- Planned the annual budget.- Held regular exhibitions of drawing.- Held the cultural and social events. |
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Volunteer work

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| 01/2010 ~ 06/2010 | <ul style="list-style-type: none">- Tutored middle school students in mathematics. |
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SKILLS AND OTHER INFORMATION

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| Computer Skills | <ul style="list-style-type: none">- Expertise with MS-Office and Excel.- Familiar with Adobe Illustrator and Photoshop. |
| Garment making | <ul style="list-style-type: none">- Pattern making, garment construction, and tailoring. |
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