



EXPERIENCE

Manager, E-Commerce Merchandising
January 2019—Present

Mythical Entertainment
Burbank, California

- Product Development of fashion merchandising for for multiple store assortments.
- Responsible for all Product Development, working directly with Design from concept to completion.
- Negotiates cost, minimums, and lead times with domestic and overseas factories.
- Creates and manages PO's and development timelines for current products.
- Leads costing meetings with Senior Management.
- Maintains day-to-day inventory management and forecasting for 500+ active styles for E-Commerce and live events.

Merchandise Coordinator, E-Commerce
February—December 2018

Mythical Entertainment
Burbank, California

- Oversaw the development of merchandise release calendars.
- Sourced and maintained relationships with merchandise vendors.
- Negotiated pricing and delivery timelines.
- Managed store assets while coordinating new product announcements with content producers and social media teams.
- Responsible for creating all technical packages, providing full details, specs & measurements, colorways, graphics info to send to vendors.

E-Commerce and Marketing Coordinator
June 2017—February 2018

Helen Ficolora, Designer
Beverly Hills, California

- Oversaw the creation and implementation of strategic online campaigns to entice new and existing customers to drive sales.
- Managed and uploaded current online product assortments.
- Created compelling E-mail newsletters to increase brand recognition.
- Sought out new forms of online marketing to drive sales and increase traffic through extensive online research.

Apparel Design Intern
June 2016—August 2016

Kohl's Corporate
Menomonee Falls, Wisconsin

- Collaborated with Design on technical flats of proposed garments.
- Provided current trends and competitor research.
- Collected images for trend boards to aid Design.
- Corrdinated between brand and buying teams.

CONTACT

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EDUCATION

Savannah College of Art & Design
2013-2017
BFA Fashion Marketing
and Management

SKILLS

INDUSTRY

Project Management
Vendor Sourcing and
Management
Product Development
Sampling
Trend Forecasting
Inventory Management
Cost Negotiation
Supply Chain Expertise
Market Research

SOFTWARE

Shopify
Adobe Creative Suite
Airtable
Microsoft 365

PERSONAL

Organization
Critical Thinking
Effective Presentation
Leadership
Collaborative
Self-Driven
Detail Orientated
Efficient Time Management