

JANE K. DOE

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Accomplished and multi-faceted buyer with over 12 years of professional expertise in the fashion industry. Exceeds goals with an effective management style, superior communication skills and strategic business development planning. Successfully secures sales and revenue by capitalizing on growth opportunities.

Core Knowledge & Skills:

- ♦ Market Analysis
 - ♦ Brand Promotion
 - ♦ Inventory Maintenance
 - ♦ Contract Negotiation
 - ♦ Revenue Enhancement
 - ♦ Client Services
 - ♦ Account Management
 - ♦ Sales Evaluation
 - ♦ Personnel Management
 - ♦ Merchandise & Display
 - ♦ New Vendor Procurement
 - ♦ Team Training & Mentoring
 - ♦ Trend Anticipation & Forecast
 - ♦ Strategic Business Development
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PROFESSIONAL EXPERIENCE

SUNDANCE BEACH

Purchasing Manager/ Women's Buyer

Goleta, CA
2007 - present

Direct operations of merchandise purchasing, visuals and promotion. Purchase swimwear, sportswear, shoes, sandals and accessories for Women's and Girl's departments and supervise the purchasing and promotions for the men's department. Supervise a team of six.

- ❖ Contract with new vendors to increase profit margin from 43% to 53%.
- ❖ Reduced inventory costs by \$50,000 through controlled purchasing and inventory maintenance.
- ❖ Analyze and control OTB and current inventory for maximum profit.
- ❖ Created and implemented private label program for women and men with a 60% starting margin.
- ❖ Recommend procedures to reduce RA and sale merchandise.
- ❖ Oversee merchandising and display for women's department.

LUCY LOVE

Account Executive

Costa Mesa, CA
2002 - 2007

Managed all aspects of vendor accounts including establishing new accounts, maintaining inventories, collaborating with vendors for promotional demonstrations, and facilitating regional and national trade shows.

- ❖ Increased sales from \$20,000 to \$500,000.
- ❖ Secured contracts with major vendors Nordstrom and Sport Chalet.
- ❖ Supplemented the account base by 30 plus new accounts.
- ❖ Consistent reorder follow up.

HAWK CLOTHING / QUICKSILVER

Account Executive

Huntington Beach, CA
1998 - 2004

Secured vendors for an introductory clothing line. Coordinated and directed in-store promotional demonstrations to increase brand awareness.

- ❖ Spearheaded the successful introduction and promotion of new clothing by increasing sales to over \$1 million dollars.
 - ❖ Expanded sales to include major market accounts.
 - ❖ Responsible for all in store demos and skate demos
 - ❖ Recognized with the *highest sales* award two years in a row.
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PROFESSIONAL DEVELOPMENT

FASHION INSTITUTE OF DESIGN & MERCHANDISING
AA in Merchandising & Marketing

San Francisco, CA
1995