

## Employment

### Urban Outfitters

#### Store Merchandising Manager

Indianapolis, IN (2014-2017)

- Adapting company direction to design, plan, budget, and execute a compelling store environment through art layers, display elements, outfitting, and product stories
- Interpreting company reports to drive business while minimizing shrink in a multimillion dollar retail store
- Managing and developing visual talent and business acumen among the 4 department managers, 6 team leaders, display artist, and 20 sales associates who reported to me
- Forecasting trends through outside inspiration
- Creating digital layouts to document and share visual successes
- Coordinating special events to engage the community, including managing the budget and working with vendor partners
- Running and creating content for the social media account covering all 3 Indiana stores to foster a local connection with customers

#### Store Merchandising Manager

Natick, MA (2012-2014)

- Administered a district-wide Pinterest account to collect and share inspiration
- Selected to company "Proud Of's" for spring 2013 Men's Department Floor Set
- Regional "Best Outfitting" June '14

#### Assistant Store Merchandiser

Cambridge, MA (2011)

- Coordinated design/build project to elevate Housewares Department from digital sketches through physical implementation

#### Merchandising Team Leader

Boston, MA (2010)

- Responsible for product flow in a high volume, fashion-forward environment

#### Sales Associate

Allston, MA (2009)

- Customer service
- Styling

## Education

### Ball State University's College of Architecture and Planning

Muncie, IN (2005-2009)

Bachelor's of Art  
with Honors curriculum  
Major in Architecture  
Minor in French

### Software Proficiency

Autocad  
Sketchup  
Adobe Suite  
-Illustrator  
-InDesign  
- Photoshop  
Microsoft Office