

CONTACT

✉ amelia.m.shoemaker@gmail.com

☎ (757)-406-2079

in www.linkedin.com/in/ashoe

EDUCATION

M.A. IN LUXURY AND FASHION MANAGEMENT

Savannah College of Art and Design
(SCAD eLearning)
Expected Graduation August 2018
GPA 3.8

B.S. IN APPAREL, HOUSING AND RESOURCE MANAGEMENT

Virginia Polytechnic Institute and
State University (Virginia Tech)
Blacksburg, VA
Graduated May 2013
Major: Apparel Product
Development and Merchandise
Management

SKILLS

Adobe InDesign
Adobe Photoshop
Microsoft Office
Sales Leadership
Trend Forecasting
Product Development
Coaching and Training
Procurement
Relationship Management
Operations Management
Visual Merchandising

AMELIA SHOEMAKER

Retail Merchandising Professional

ABOUT

Motivated professional with a solid track record in retail merchandising. Creative, results-oriented problem solver. Maintains cross-functional and vendor relationships throughout all merchandising activities. Researches market trends and incorporates findings in the procurement and product development processes. Self-directed, strategic, and collaborative. Thrives in fast-paced, high-stakes environments where priorities change frequently.

EXPERIENCE

BUYER'S ASSISTANT

Home Decorators Collection | Feb 2016 - Present

- Execute merchandising strategies for Bedroom Furniture and Textiles
- Assist with product development and procurement
- Present catalog plans based on best-selling items and promotions
- Explore market, consumer and home decor trends
- Source new suppliers and manage vendor relationships
- Analyze item productivity to plan and execute marketing promotions
- Ensure correct and effective online merchandising

MERCHANT ASSISTANT

The Home Depot | Jul 2015 - Feb 2016

- Communicated daily with merchants on store assortment decisions
- Executed SKU maintenance in order to drive store sales
- Supported vendors in project setup and execution
- Partnered with cross-functional departments to assist with store issues, requests, resets, and projects

ASSISTANT MANAGER

Nordstrom | Aug 2013 - Jul 2015

- Coached and trained associates on product knowledge and sales methods
- Delegated daily operational tasks
- Coordinated promotional events and strategies
- Generated daily sales reports in order to set department goals
- Managed strategic floor moves to influence sales

MANAGEMENT INTERN

Nordstrom | Jun 2012 - Aug 2012

- Educated on sales leadership, retail and visual merchandising strategies
- Built a loyal customer base with frequent shoppers
- Promoted the company's Fashion Reward Accounts program
- Achieved sales goals via strategic cross-selling and up-selling
- Managed sales floor moves for events by coordinating team tasks