

MALLORY BROOKE KOHLMAYER

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| EDUCATION | ILLINOIS STATE UNIVERSITY Bachelor of Science in Family and Consumer Sciences Major Concentration in Apparel Merchandising, Minor in Business Administration Cumulative Grade Point Average: 3.4/4.0 | NORMAL, IL |
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| WORK EXPERIENCE | STYLIST/FREELANCE AT ORIGINAL PENGUIN, PERRY ELLIS INT'L JUNE 2007-PRESENT <ul style="list-style-type: none">• Create seasonal retail product guides distributed to all Original Penguin US Retail Managers for visual merchandising and sales purposes• Break down merchandise by fabrication, fit, design details, styling, and customer type to enhance knowledge of the product, customer-associate interaction, and retail sales MERCHANDISING INTERNSHIP AT ORIGINAL PENGUIN MANHATTAN, NY <ul style="list-style-type: none">• Served as an assistant to the Vice President of Sales and Merchandising for Original Penguin Women's: attended fittings, organized showroom, corresponded with brand sales representatives, etc.• Requested to serve as a team leader in the Women's Division resulting in delegation of former duties to other interns while undertaking Junior Account Executive responsibilities• Analyzed and presented key sales metrics report at weekly meetings with Director of Operations/Planning• Participated in strategic marketing elements of Women's Division including merchandise buy for upcoming seasons, design decisions, pricing, sourcing, event-planning, sales calls, shipment tracking, etc. MARKETING INTERNSHIP AT VISION POINT OF SALE, INC. GLENVIEW, IL <ul style="list-style-type: none">• Assisted CEO and Vice-President Sales and Marketing with various clerical tasks• Created 300 + page Equipment Reference Guide presented to all members of Sales and Technical Team | |
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| EDUCATIONAL ACTIVITIES | APPAREL MERCHANDISING AND DESIGN ASSOCIATION FALL 2006-SPRING 2008 <ul style="list-style-type: none">• Head of Annual Illinois State University Fashion Show Fundraiser with personal responsibility for working with student designers, recruiting models, venue selection and preparation, campus and community publicity, and ultimately show's success PUBLIC RELATIONS STUDENT SOCIETY OF AMERICA FALL 2005-SPRING 2007 <ul style="list-style-type: none">• Chairperson of Annual Illinois State University Fashion Show with personal responsibility for working with retailers, selecting clothing, recruiting models, and choosing music for program NATIONAL SOCIETY OF COLLEGIATE SCHOLARS SPRING 2006-SPRING 2008 <ul style="list-style-type: none">• Membership by invitation only based on grade point average and class standing• Personal, professional, and leadership development through honors society opportunities TEEN VOGUE'S FASHION UNIVERSITY FALL 2006 <ul style="list-style-type: none">• Chosen to attend New York City seminars by top professionals in the fashion industry ZETA TAU ALPHA NATIONAL SORORITY FALL 2005-SPRING 2008 <ul style="list-style-type: none">• Campus leader in University-involvement, top membership, and grade-point-average standing• Great efforts by all members of the sorority to raise money for the ZTA philanthropy, Breast Cancer Awareness and Education, by hosting campus-wide events and participating in Chicago-land Breast Cancer benefits such as the Susan G. Komen Walk for the Cure• Full participation for philanthropic efforts by other on-campus Greek houses, raising funds for the Make a Wish Foundation, Rock Against AIDS, Campfire USA, St. Jude Children's Research Hospital, etc. | |
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| REFERENCES | CHRISTOPHER NAKATANI Executive Vice President of Strategic Planning and Business Development, Perry Ellis International FRANK MUSCARELLO CEO, Vision Point of Sale, Inc. SARAH HARVEY Retail Buyer, Original Penguin Women's DR. TRICIA WIDNER JOHNSON Professor and Apparel Merchandising and Design Association Faculty Advisor, Illinois State University CONTACT INFORMATION AND ADDITIONAL REFERENCES AVAILABLE UPON REQUEST | |
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