

Lydia R. McKenzie

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Education

Iowa State University

Bachelor of Science

Major: Apparel Merchandising, Design, and Production

Primary Emphasis: Design

Secondary Emphasis: Creative Design

GPA: 3.17

Ames, IA

Summer, 2007

Work Experience

Assistant Manager

Juicy Couture

May 2008- March 2009

Aurora, IL

Motivated and trained sales associates to meet and achieve company sales goals by providing outstanding customer service. Interacted closely with customers in order to adequately determine and meet their product needs. Determined merchandise placement and created corresponding visual displays and mannequins while adhering to company issued floor sets and guidelines. Educated associates in areas such as suggestive selling, loss prevention, and processing merchandise shipments.

- Oversaw all store operations during period of major management turnover.
- Helped store reach \$37,000 in sales on Black Friday.
- Improved in-store brand image by coaching associates on clothing choices and tightening dress code standards.

Sales Associate

Melrose Boutique

February 2008- May 2008

West Des Moines, IA

Offered product information and assisted customers in garment selection. Assisted with visual merchandising duties by arranging merchandise in aesthetically appealing presentations and styling mannequins in order to highlight key pieces. Performed sales transactions and carried out general business operations.

- Brought exposure to store by helping to organize fashion shows at local venues.
- Partnered with local media to create awareness of store by providing information for features, supplying clothing for fashion shoots, and purchasing advertisements.
- Drove business by distributing promotional materials to potential clients.

Assistant Manager

Abercrombie and Fitch

August 2007- February 2007

West Des Moines, IA

Directed and supervised associates while performing assigned tasks. Oversaw assembly of visual displays and merchandise placement. Recruited, interviewed, and hired potential associates. Wrote and edited weekly schedules for associates and managers. Helped ensure positive and memorable customer in-store experience.

- Improved employee accountability by strictly enforcing attendance policy.
- Built successful staff by screening potential applicants and terminating ineffective associates.
- Achieved store staffing goals by recruiting applicants throughout the community.

Design Intern

Lure Clothing

May 2007- August 2007

Los Angeles, CA

Worked with head designer to create women's contemporary garments for future seasons. Assisted design team with fittings and trend research. Sourced and selected fabric and trims. Created flats for Spring '08 collection using Adobe Illustrator. Attended market week and aided company sales representatives with display set up and distributing look books.

- Expanded brand's market by coordinating fashion show in Scottsdale, AZ
- Used Adobe Illustrator skills to improve quality of company's look book.
- Gathered feedback from stores that allowed design team to correct garment construction issues.

Key Skills

Proficient in Microsoft Office, Snap Fashion™, Adobe Illustrator™, Adobe Photoshop™

Activities

Delta Zeta Sorority

Fall 2003- Spring 2004

ISU Textiles & Clothing Fashion Show

Spring 2006

* Marketing/Public Relations Committee

Des Moines East High School Fashion Show Judge

Spring 2007

Miguel Becceril Fashion Show Volunteer

Spring 2008