

KARENEHRISMAN

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EXPERIENCE

May 2006 –
Jan 2009

Nordstrom, Inc.

Oakbrook, IL

Midwest Region Fashion Coordinator

- Partnered with fashion managers, marketing counterparts and outside vendors to successfully produce high profile and measurable fashion shows and events for regional audiences
- Orchestrated creative, technical and logistical needs for 15 annual events including hiring, coaching of freelance staff, collaboration with production companies and booking of model talent
- Developed budgets and negotiated expenses with store management, event partners, model agencies, production companies and freelance staff to meet approved expenditures for each event
- Accountable for all fashion styling of models, ensuring looks were aspiring to the customer and enhanced brand awareness to drive maximum sales
- Utilized knowledge of current production, music and entertainment trends with marketing partners and production companies to develop innovative event ideas, which incorporated seasonal fashion concepts, corporate messages and branding

Aug 2004 –
April 2006

Claire's Stores, Inc.

Hoffman Estates, IL

Assistant Buyer, Novelty Accessories

- Strategically planned, purchased and managed over \$1 million inventory in key contributing department
- Negotiated costs as well as facilitated daily communication with international and domestic vendors
- Provided direction to vendors and product development teams in the creation of new assortment offerings
- Researched trends and developed competitive analysis of the market
- Assisted in the production of marketing and visual presentation materials for new product lines
- Created visual and oral product assortment presentations to merchandising and sales field executives

Aug 2003 –
July 2004

Marshall Field's

Chicago, IL

Personal Shopper, State Street store

- Developed strong sales and interpersonal skills with clients to update existing wardrobe or create a new personal style based on their needs and budget
- Prepared and executed oral and visual presentations of seasonal fashion trends for media outlets and organizations alongside corporate public relations and marketing departments
- Communicated client needs to merchandising team and vendor representatives

June 2001 –
July 2004

Independent Fashion Consultant

Established a freelance fashion consulting business directed to fashion/retail merchandising, sales promotion, fashion styling, product placement and event coordination. Clients and projects included a variety of media, entertainment, and retail outlets:

- Nordstrom, Inc
- Zzazz Productions
- Femme Arsenal Cosmetics
- *Chicago Social Magazine*, Modern Luxury Publications
- *The Oprah Winfrey Show*, Harpo Productions
- *Boricua*, BDYD Productions

Portfolio and references available upon request

COMPUTER SKILLS

Microsoft Office Suite
Markview AP System
Concur Expense Manager
AS400 Merchandising System
Laservault File Database
Familiar Photoshop, Adobe Creative Suite, HTML

AFFILIATIONS

Columbia College Alumni Association of Chicago

EDUCATION

Columbia College, Chicago, IL

June 2002

Bachelor of Arts
Major: Fashion Interdisciplinary Studies
Concentration: Fashion Marketing

University of Iowa, Iowa City, IA

1998 – 2000

Coursework: Liberal Arts & Sciences