
Nicole Aeschliman

Current Address:

Contact Information:

Employment History:

Maui Jim Sunglasses, Event Specialist Intern, Peoria, IL

Jan 2014 – Present

- 100% travel between the US, Mexico, Caribbean and Canada to custom fit and dispense Maui Jim Sunglasses at corporate events to specialty market customers
- Demonstrate leadership skills through managing the on-site logistics from setting up and administering the event to packing up the event and leading teams throughout this process
- Continuously build communication skills while working with external clients and customers while effectively presenting company services and spreading the “Aloha”
- Acquired knowledge in advertising, promotions, and event planning
- Function well within teams while working with a team on events and during office projects

Red Bull North America, Market Member, Chicago, IL

Oct. 2011 – Feb. 2014

- Planned weekly marketing missions for target groups and new users
- Actively recruited and trained new Wings Team Members and acted as a leader on the team
- Excelled in communication skills by interacting with hundreds people on a daily basis
- Developed and instituted a new, successful method of mission planning for the Midwest
- Helped plan an “at work” campaign to increase Total Zero sales in downtown off-premise accounts

Bloomingtondale's, Visual Merchandising Intern, Chicago, IL

Dec. 2012 – May 2012

- Assisted the award winning team with duties of visually maintaining the department store, including: styling, installing, signing, painting, prepping and teardown for large projects
- Aided in large scale floor moves due to a multi-million dollar store renovation
- Directed and prepped the visual install of the “Bouteeque” shop in the contemporary department to boost sales by 10%

Milly NY, Mercedes-Benz Fashion Week Intern, New York, NY

Feb. 2013-Feb. 2013

- Assisted design team with organization and retrieval of Fall 2013 Collection to show
- Collaborated with the production team from Dizon Inc in organizing Model Dresser Cards and run of show for the final Mercedes Benz fashion show presentation
- Worked with the Public Relation's team in inviting key opinion leaders to the show

Cusp by Neiman Marcus, Stylist, Chicago, IL

Aug. 2012 – Dec. 2012

- Worked in Contemporary clothing boutique; keeping up with trends, designers, and styling
- Exceeded planned goals in personal sales in a commission based pay
- Developed personal relationships with customers through clienteling and building sales

Education:

Columbia College, Chicago, IL, Dean's List

Bachelor of Arts in Fashion Business, Minor in Marketing

Sept. 2011 – Dec. 2013

Richmond University, London, England

May 2013-July 2013

- Study Abroad, Courses: Sociology: Cultures and Subculture, Fashion and Media

Skills: Adobe Illustrator CS6, Photoshop CS6, Microsoft Office, Organization, Strong Communication, Recruiting, Training, Selling, Merchandising, Time Management, Multi-Tasking and Customer Service.



EDUCATION

Columbia College Chicago – Chicago, IL

December 2011

Bachelor of Arts in Fashion Business, GPA 3.5/4.0

Relevant Courses:

- Retail Buying (*studied planning, developing, and computing of merchandise buying plan along with vendor negotiating*)
- Visual Merchandising (*learned how to create visual displays and present merchandise effectively*)
- Retail Store Practicum (*received hands-on experience in professional management and operation of a retail store through buying merchandise, managing product assortment and inventory, marketing product and inventory, and managing day-to-day operations of a retail store*)
- Merchandise Management (*reviewed roles of manufacturing, wholesaling, and retailing and their relationship to merchandising; and develop a merchandise plan for a product line*)

Make Up First School of Makeup Artistry – Chicago, IL

January 2011

- Basic Makeup (*learned fundamental principles such as color theory, facial anatomy, makeup kit selection and application techniques*)

RETAIL EXPERIENCE

Victoria's Secret – Chicago, IL

October 2011 – Present

Sales Associate (Lingerie)

- Assist customers with selection of proper undergarments while giving superb customer service
- Offer personal bra fittings to customers

Sunglass Hut – Chicago, IL

June 2008 - Present

Sales Associate

- Provide excellent customer service to all customers by repairing damaged merchandise and providing personal fittings
- Prepare daily records of stock through count sheets and sales reports
- Handle store cash deposits and reconcile daily sales by balancing registers at close of business
- Recognized throughout region for excellent customer service and exceeding personal sales goals in one million dollar store

Bears Pro Shop (Soldier Field) – Chicago, IL

September 2010 - January 2011

Seasonal Sales Associate

- Operated store kiosk while assisting customers with merchandise, processing transactions, and maintaining cleanliness
- Conducted store merchandise inventory
- Created visual displays to sell merchandise

Forever XXI – Chicago, IL

April 2010 - September 2010

Sales Associate

- Gave outstanding customer service by helping customers find products and providing fashion styling suggestions
- Processed inventory to be put on sales floor and used visual merchandising skills to position in an appropriate location

OTHER EXPERIENCE

Columbia College- Office of Academic Research – Chicago, IL

September 2009 - Present

Office Assistant

- Lead marketing campaign for department journal through contacting universities and libraries, mailing complimentary issues, and making follow-up calls for feedback
- Provide guest service by answering telephone calls, greeting visitors and directing them to the appropriate departments
- Aid staff with various tasks including making copies of documents, filing, and organizing events around campus
- Supervise office supply inventory ordering and conference room equipment check-out

HELLO!
MY NAME IS...

Bethany Happach



BETHANY.VIRB.COM



ABOUT ME

- By 18, I'd called India, France, Germany, South Korea, and the USA "home."
- I'm so organized I make The Container Store look lazy.
- I thrive in collaborative environments where curiosity is encouraged and creativity is nurtured.

EDUCATION

Columbia College Chicago (Chicago, Illinois)

B.A. - Fashion Business, Marketing Minor

May 2014 - 3.8 GPA - Magna Cum Laude

Relevant courses: Market Research, Merchandise Management, Accounting, Finance, Entrepreneurship, Leadership, Global Marketing Workshop: Eastern Europe.

EXPERIENCE

Assistant to Personal Stylist @ Neiman Marcus (Chicago, Illinois)

February 2014 - July 2014

- Conduct operational functions vital to #1 Men's Personal Shopper & Tom Ford DSA.
- Maintain accurate clientele information and pull product for appointments.
- Manage and coordinate alterations, transfers, and transactions.
- Organize, merchandise, and maintain Tom Ford boutique and back-of-house.
- Coordinate and merchandise Men's Designer Sportswear.

Visual Assistant @ Ann Taylor (Chicago, Illinois)

Aug. 2013 - March 2014

- Networked with local businesses to raise clientele awareness for in-store events.
- Led in and out-of-store fundraising efforts for *St. Jude Ann Cares* initiative, helping the Chicago Flagship Ann Taylor store rank #3 in raised donations company-wide.
- Assisted management in recruiting 4+ stylists by representing Ann Taylor at job fairs.
- Interpreted and carried out corporate merchandising directives for window displays & in-store presentations.
- Re-merchandised sales floor, maintaining an accurate representation of current collections.

Visual Styling Intern @ Bloomingdale's (Chicago, Illinois)

Fall/Winter 2013

Collaborated with an award-winning team of five visual stylists to consistently redesign an invigorating and couture in-store experience, ensuring new product sell-through.

International Marketing Intern @ FCB Global (Prague, Czech Republic)

Summer 2013

Led a team of four students in strategizing an interactive 360° campaign for the launch of TUC Crackers, a brand extension of Kraft-Mondelēz International, Inc. for the Czech and Slovak markets.

International Marketing Intern @ Nadace Jedlickova Ustavu (Prague, Czech Republic)

Summer 2013

Led a team of two Czech and three American students in creating a strategic plan for a 360° fundraising campaign for a 100-year-old non-profit organization.

HONORS & AWARDS

Columbia College Trustee Award

Timken Scholarship

Kendra DeKuiper

email

portfolio URL

phone

Professional Summary

- Columbia College Fashion Studies graduate with experience in visual display, retail management, bookkeeping, and scheduling
- Proficient on Mac and PC platforms, MS Office, Photoshop, and Illustrator
- Extensive work in high volume retail and customer service roles
- 1st Place winner at the Driehaus Design Initiative's Fashion Show and Weisman grant recipient in 2012

Education

Columbia College Chicago | BFA in Fashion Design

May 2012

Work Experience

Merchandise Coordinator | Escada – Chicago, IL

November 2013-Present

- Act as the lead merchandiser for all visual display and merchandising
- Manage all inventory, both entering and exiting the boutique
- Responsible for store operations, including opening and closing, as well as deposits, tax logs, and ordering of store supplies

Product Manager | Nothing Major - Chicago, IL

April 2013 – September 2013

- Managed all inventory for Pitchfork Media's clothing and design business, Nothing Major
- Responsible for buying inventory, managing orders, and communicating with designers and partners
- Administered and coordinated pop-up shops for the Pitchfork Music Festival and other events
- Constructed and designed all visual displays for pop-up shops
- Staffed, managed, and trained a sales team for all events

Floral Designer | Asrai Garden – Chicago, IL

August 2012 – November 2013

- Created and developed displays within the store
- Executed high standards in selling, customer service, client consultation, and merchandising
- Constructed and coordinated custom orders for weddings and private events
- Administered daily bookkeeping of all cash, credit, and return transactions
- Consistently surpassed daily sales goals

Fashion Studio Supervisor | Columbia College Chicago – Chicago, IL

September 2010 – May 2012

- Administered and upheld studio policies providing consistent upkeep of studio equipment and repair
- Managed and organized daily check-out of studio resources and equipment
- Prepared and assembled garment samples for faculty instruction
- Advised students and classes on projects as an advanced fashion studies student

Retail Manager | Habit Boutique – Chicago, IL

November 2008 – July 2010

- Provided valued customer service and consultation to individual customers and commissioned designers
- Arranged, stocked, and marketed a consistently rotating inventory
- Scouted and researched designers for new inventory
- Managed bookkeeping and sales records
- Developed and implemented window displays and arranged interior layouts

Internship Experience

Bloomingdales – Chicago, IL

January 2012-May 2012

- Visual merchandising intern responsible for interiors, windows, and developing brand consistency

Too Beautiful – Chicago, IL

June 2011 – August 2011

- Sewed 1,500+ garments for sale and executed marketing efforts to organizations and merchandisers

Anastasia Chatzka – Chicago, IL

January 2011 – May 2011

- Constructed patterns and prepared fabric for upcoming collections and contractors
- Created and implemented new window design and interior layouts for the designer's retail location
- Executed logistics and planning for a Spring 2011 collection event with over 200 attendees

Awards and Achievements

Fashion Columbia

June 2012

- Selected as 1 of 15 students to participate in an exclusive fashion event that was featured in publications such as *Modern Luxury*, *Refinery 29*, and *Racked*

Driehaus Design Initiative

April 2012

- Awarded first place winner of a \$5,000 design award out of 25 selected student designers across all of Chicago's fashion programs and featured in the *Chicago Tribune* and *Chicago Fashion Connect*

Weisman Award

January 2012

- Recipient of a matching grant that helped fund a senior thesis collection and required regular expense tracking and auditing
- Exhibited work in the Weisman Exhibition at the Arcade Gallery of Columbia College from August 2012 – November 2012