

Cassie Sxannaxan

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PROFESSIONAL EXPERIENCE

Buyer/ Store Manager, Local Charm, A Chicago Jewelry Studio

Chicago, Illinois, 10/04-12/08

- National merchandise buyer for the eight boutiques within the corporation
- Selected and evaluated new artists and designs, ensuring they were on-trend and provided the right merchandise mix for our client base
- Managed jewelry and supply inventory to guarantee product levels that continued to meet client expectations
- Designed and implemented effective merchandise displays to drive sales and promote the unique aspects of each artists' line
- Lead and motivated sales staff to ensure the boutique continued to achieve the highest gross sales in the company
- Drove corporate growth by playing a lead role in new boutique openings and traveled to existing locations to merchandise, to recruit and to train management and sales staff
- Executed innovative promotions and PR events to drive company awareness and sales

Jewelry Department Manager, Von Maur

Moline, Illinois, 03/03-07/04

- Measured department product demand to ensure customer satisfaction
- Leveraged corporate buyer relationships to connect with new vendors, initiate trunk shows and create custom events
- Managed associate product knowledge, training and performance evaluations and individual schedules on a monthly basis
- Developed store plan-o-gram to optimize product merchandising and drive sales
- Provided outstanding customer service on the sales floor and developed loyal relationships with customers by utilizing a clientele program

Management Intern, Neiman Marcus

Chicago, Illinois, 09/02-02/03

- Managed buyer and vendor relationships to ensure prompt and accurate delivery of merchandise
- Assisted in daily department functions such as store transfers, return to vendors, special orders, mark out of stocks and scheduling
- Resolved customer and associate issues both on and off the sales floor
- Merchandised new and existing products to promote optimum sales for each department
- Organized events such as personal appearances, trunk shows, sales and promotions within Epicure and Home Decor

EDUCATION

Iowa State University

Ames, Iowa, May 2002
Bachelor of Science
Apparel Merchandising, Design and Production
GPA: 3.2/4.0