

MARLENE PELASIK

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I am a competitive, creative, and goal-oriented Fashion Merchandiser with cross-functional expertise in business, financial analysis, accounting, marketing, and new business development. More than 11 years of expertise in the financial services industry combining strong analytical skills and innovative marketing strategies.

PROFESSIONAL HISTORY

Zac Posen New York, NY *E-Commerce & Wholesale Internship* Aug 2017 – Present

- Provide clerks with information to print on price tags, such as price, mark-ups or mark-downs, manufacturer number, season code, or style number.
- Use computers to organize and locate inventory, and operate spreadsheet and word processing software.

Pologeorgis New York, NY *E-Commerce & Marketing Internship* Jul 2017 – Present

- Plan and prepare advertising and promotional material to increase sales of products or services, working with customers, company officials, sales departments, and advertising agencies.
- Gather and organize information to plan advertising campaigns.

Once In a Lifetime Weddings New York, NY *E-Commerce & Fashion Stylist Internship* Sep 2016 – Aug 2017

- Collaborated with photographer concerning overall shoot settings and implemented fashion choices.
- Scheduled client appointments.
- Recommended, select, and help locate and obtain merchandise based on customer needs and desires.

Galore Groupe New York, NY *PR & Marketing Internship* Jul 2016 – Aug 2016

- Provided presentation and product demonstration support during the introduction of new products and services to field staff and customers.
- Contacted organizations to explain services and facilities offered.
- Reviewed and updated web page content and links in a timely manner, using appropriate tools.

Tom Sweden Stuttgart, BW *Proprietor* Jul 2014 – Mar 2016

- Directed and coordinated organization finances and budget activities to fund operations, maximize investments, and increase efficiency.
- Negotiated and approved contracts or agreements with suppliers, distributors, federal or state agencies, or other organizational entities.
- Monitored and analyzed sales promotion results to determine cost effectiveness of promotion campaigns.

Shopaholic Fashion Stuttgart, BW *Proprietor* Oct 2010 – Jul 2013

- Designed customer interface of online storefront, using web programming or e-commerce software.
- Prepared and organized online storefront marketing material, including product descriptions or subject lines, optimizing content to search engine criteria.
- Promoted products in online communities through social media, weblog, e-mail marketing programs, or online advertising.

Schairer Services Stuttgart, BW *Office Manager/Junior Accountant* Sep 2006 – Jul 2014

- Complete and submit tax forms and returns, workers' compensation forms, pension contribution forms, and other government documents.
- Compile budget data and documents, based on estimated revenues and expenses and previous budgets.
- Compile statistical, financial, accounting or auditing reports and tables pertaining to such matters as cash receipts, expenditures, accounts payable and receivable, and profits and losses.

EDUCATION

BERKELEY COLLEGE NEW YORK, NY *Bachelor of Arts Candidate* Dec 2017 *Fashion merchandising & Management* 3.9 GPA

EUROPEAN BUSINESS COLLEGE Stuttgart, BW *Bachelor of Arts*, Mar 2016 *Fashion Luxury & Retail Management*

KAUFFMAENISCHE SCHULE Stuttgart, BW *Associate in Applied Science*, Sep 2006 - Jul 2009 *Business Administration*

HIGHLIGHTED SKILLS

Adobe Photoshop - Intermediate / Adobe Illustrator - Beginner / Microsoft Office - Expert / Social Media Marketing – Expert (Tripled Follower Base and gained 15% sales increase)/ Word Press - Intermediate / Prestashop - Expert / Google AdWords & Analytics – Intermediate / German fluent / Polish native language

MY PROJECTS

Brand Development Finja Fable **Website:** <http://szwedo8.wixsite.com/finja-fable> **Commercial Video:** <https://youtu.be/KKugSlxNQBO>

LinkedIn: <https://www.linkedin.com/in/marlenepelasik/>