

Lisa Masterson

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CAREER PROFILE

Fine Jewelry Buyer / Merchandiser

Fine Jewelry Buyer / Merchandiser with the drive and determination to deliver positive positive bottom-line results for the company. Unique ability to conceive improved methods, processes, or programs to facilitate positive outcomes and achieve profitability. Confident speaker with strong presentation, training, and development skills.

Technical Skills: MS Office (Word, Excel, PowerPoint, Outlook), SAP, BusinessMind, Shopify, Blogging, Social Media

Languages: Spanish (Conversational)

- CORE COMPETENCIES -

- Luxury Brands & Fine Jewelry
- Merchandise Planning / Buying
- Project / Event Management
- Sales / Business Development
- Vendor Relationship Management
- Operations Management
- Staff Training & Development
- Business / Process Improvements
- Retail / Visual Merchandising

PROFESSIONAL EXPERIENCE

SELF EMPLOYED / FREELANCER

Chicago, IL

Independent contractor for several fine jewelry companies.

Fine Jewelry Consultant

2/2015 to Present

Provide a range of business consulting services including merchandise planning / buying, visual merchandising, event logistics, sales, and account management by leveraging strong business acumen and luxury brands expertise.

- **Stella Blue Design** – Account manager for 40+ domestic, international, and e-commerce points of sale.
- **Ethan Lord** – Visual merchandiser, sales / e-commerce, and trunk-show events coordinator.
- **Bryn Mawr Jewelry Company** – Visual merchandising including product descriptions and styling for the boutique's e-commerce site.
- **Wendy Yue** – US domestic sales and trunk-show logistics coordinator for a Hong Kong-based company.

TRUE RELIGION

Chicago, IL; 10/2011 to 2/2015

Retail clothing chain known for its signature jeans in premium denim, plus activewear & accessories.

Senior Retail Coordinator, 4/2013 to 2/2015

Worked closely with the buying and merchandising team, 70+ jewelry vendors, and internal warehouse teams to confirm purchase orders, resolve pricing discrepancies, manage delivery windows, and ensure timely delivery of retail stock. Built and maintained vendor relationships. Participated in multiple retail and operations projects.

- **Sr. Retail Coordinator Global Group** – Served as a member of a global team across London and Hong Kong offices and worked alongside the retail management team in each office to implement key operational improvements.
 - Streamlined product intake, reduced upload times, and cut inefficiencies in the return process to vendors.
 - Saved valuable company resources, anticipated and overcame obstacles, and developed best practices.

Retail Coordinator, 10/2011 to 4/2013

Promoted from Retail Coordinator to Senior Retail Coordinator after two years of success managing vendor relationships, serving as a category ambassador, and contributing to the company's achievement of positive bottom-line results.

- **Jewelry Shipment Process Reorganization** – Developed a plan to overhaul the company's multi-step and multi-location process for transporting goods. Presented case, secured manager buy-in, and led the reorganization effort.
 - Liaised with the shipping, warehouse, and security teams to create a streamlined shipping process.
 - Communicated process changes with vendors and focused diligently on reinforcing vendor relationships.
 - Created and distributed training materials on the new shipment process to internal employees.
 - 50% cut in processing time attained by reworking an antiquated, inefficient, and costly shipping process.

Professional Experience Continued...

CHRISTIAN DIOR

Chicago, IL

DIOR is the ultimate symbol of elegance, excellence and luxury.

U.S. Account Executive / Sales & Marketing Coordinator

1/2011 to 10/2011

Supported the Brand Manager with sales operations and distribution to meet monthly sell-through targets. Managed regional account advertising activities including contracts, material production deadlines, and artwork submissions. Created and executed event concepts and controlled and maintained over \$1.7M marketing / events budget.

- **West Coast Promotional Tour** – Worked in tandem with the PR Manager to strategize, plan, and execute a sales and marketing promotional tour to build stronger ties with the company’s west coast points of sale.
 - Prepared inventory list and secured visual merchandising materials and showcases for the event.
 - Booked event venue, arranged food / cocktail service, and managed the event’s budget.
 - Sent invitations and coordinated with event attendees including west coast partners and their top clients.
 - Successfully executed the company’s first “road show” event at the L.A. Soho House.
 - Contributed to the development of a sustainable model for the company to host annual road show events.

- ADDITIONAL WORK EXPERIENCE -

Retail Sales Associate (P/T) – NEW BALANCE, Chicago, IL, 9/2016 to Present

Responsibilities include sales, customer service, inventory management, and retail store display / visual merchandising.

- INTERNSHIP EXPERIENCE -

PR / Corporate Communications – ALEXANDER WANG, New York, NY, 4/2010 to 12/2010

Duties included product placement, inventory management, budgeting, internal brand communications, and assisted with various Fifth Avenue boutique events.

Public Relations – H&M, New York, NY, 9/2009 to 1/2010

Tracked Prada and Miu Miu press placements daily, created and distributed company-wide PR pack on a weekly basis, and managed all Prada runway samples for multiple seasonal collections.

- VOLUNTEER EXPERIENCE -

Youth Engagement Specialist – UNION LEAGUE BOYS & GIRLS CLUB, Chicago, IL, Winter 2017

Co-Head Coach – MERCY HOME FOR BOYS & GIRLS, Chicago, IL, Fall 2016

Counselor / Group Run Leader – CHICAGO AREA RUNNERS ASSOCIATIONS, Chicago, IL, Fall 2015

Project Leader – SALVATION ARMY, Chicago, IL, Spring 2014

EDUCATION

Master of Liberal Arts (ALM) in Extension Studies, 2014

Harvard University, Cambridge, MA

Major: Management

Bachelor of Business Administration (BBA), 2008

Syracuse University, Syracuse, NY

Major: International Marketing

- PROFESSIONAL DEVELOPMENT -

Diamond Essentials Certificate – Gemological Institute of America (GIA)

Colored Stones Essentials Certificate – GIA

- AFFILIATIONS -

Member, Alumni Association – GIA