

George Smith

Fashion Buyer

georgesmith@example.com | +1-555-123-4567 | 123 Fashion Avenue, New York, NY

linkedin.com/in/georgesmith | portfolio.com/georgesmith

Profile Summary

Dynamic and results-oriented Fashion Buyer with over six years of experience in driving sales and profit growth through meticulous selection, negotiation, and product development strategies for leading fashion retailers. Adept at market analysis and trend forecasting to foster innovative and appealing product lines, meeting consumer demand and boosting brand presence.

Work Experience

Senior Fashion Buyer

Macy's

1st Jan, 2019 - 31st Oct, 2023

- Negotiated with over 50 vendors to secure competitive prices, improving sales margin by 15%.
- Conducted trend analysis, leading to a 20% increase in new merchandise that aligned with current fashion trends.
- Mentored a team of 5 junior buyers, enhancing team performance and contributing to a department sales increase by 25%.
- Developed and executed a seasonal buying strategy, resulting in a 30% growth in customer satisfaction ratings.

Fashion Buyer

Nordstrom

1st May, 2015 - 31st Dec, 2018

- Increased brand's market share by 10% through strategic partnership management and vendor negotiations.
- Spearheaded assortment planning and merchandise selection, leading to a 20% boost in annual sales.
- Optimized inventory levels, reducing overstock by 15% and improving product turnover.
- Collaborated with merchandising and design teams to develop exclusive product lines, positively impacting brand equity.

Education

Fashion Institute of Technology

Bachelor of Science in Fashion Merchandising

1st Sep, 2011 - 31st May, 2015

Skills

Vendor Negotiation, Market Analysis, Trend Forecasting, Merchandise Planning, Strategic Sourcing, Team Leadership

Notable Projects

Eco-Friendly Fashion Initiative

Led a cross-functional team to integrate sustainable fashion lines into the company product strategy, reducing environmental impact by 30% and appealing to eco-conscious consumers.

Certifications

Certified Professional Buyer

Issued by Fashion Buying Institute, 1st Jan, 2022

Awards

Best Fashion Buyer of the Year

Awarded by Retail Federation Awards, 1st Dec, 2021