

Kaitlin T. Moor

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Experience

March '18-
Present

In-house Sales Representative

Groceries Apparel, Vernon, CA

- Create and implement strategic sales plans to service major and specialty business in the west coast territory, including international accounts
- Build lasting account relationships and brand loyalty by providing passionate product knowledge, assortment suggestions based off market trends & client needs, gathering feedback to improve both product and company operations, and exceptional customer service
- Opened Daily Look, Nordstrom, and 70+ specialty stores.
- Spread awareness and educate consumers on the importance of sustainable and ethical apparel manufacturing
- Coordinate set-up, appointment bookings, and master schedule for all national and regional tradeshows, including road sales
- Provide design and merchandising input to production team

August '14-
Sept '17

Wholesale Account Executive

The Landa Showroom Inc., Los Angeles, CA

- Managed, built and maintained successful relationships with over 300 specialty accounts in the NW territory
- Represented 3-7 contemporary fashion brands, including Dear John, Aratta, Boho Jane, Native Outsiders, Eden Society, and Nikki Rich. implemented expert product knowledge (especially denim), executed seasonal sales presentations, and merchandised lines to reflect needs of clientele while maintaining brands' overall aesthetic
- Pioneered Dear John Denim; started out with 10 specialty accounts and opened / serviced over 100 in the NW territory over the span of 1 year. Monthly bookings varied between \$55k-\$110k
- Booked more than \$450k annually with Aratta in the NW territory albeit servicing a more conservative and price conscious demographic
- Devised monthly/yearly business plan to meet and exceed sales quotas
- Used marketing strategies, trend/store research, and cold calling to organize and plan numerous trade shows and road appointments
- Worked alongside design and production team to merchandise new collections by analyzing buying trends and target markets
- Provided excellent customer service and follow-up to ensure both brand and showroom loyalty

Key Skills

Merchandising

Account management

Visual displays

Employee training and management

Communication

Microsoft Office

Apparel Magic

NuOrder

Critical thinking

Problem solving

Time management

Product knowledge

Strategic prospecting

Attention to detail

Education

Bachelor of Science

Fashion Merchandising & Design, Minor in Art

Missouri State University
2007-2012, cum laude

June '12-
July '14

Store Director / Visual Merchandising Manager

Civilianaire Inc., Los Angeles, CA

- Developed business strategies to increase store traffic and optimize profitability
- Met and exceeded sales goals by training, motivating, mentoring and providing feedback to sales staff; employees trained to execute store visuals, clientele, and convey expert product knowledge to promote brand and maximize profits
- Designed weekly window and in-store visual displays; created and executed visual directives for seven store locations.
- Oversaw all store visual merchandising to ensure company standards were met; trained employees and communicated merchandising strategies.
- Created weekly sales reports including company wide sales

May '11-
May '12

Team Leader

Buckle Inc., Springfield, MO

- Strived to provide the best in service through guest level awareness, effective listening and relationship building.
- Successfully collaborated with leadership and sales team to accomplish sales goals through motivation, positivity and communicative involvement.
- Encouraged and impacted teammates to build sales through useful suggestions, reminders, and helpful feedback.
- Consistently in the top 3rd selling percentile, received Lost Prevention Award and Top Buckle Card Performer.

References

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Lauren Grant

Sales Manager/
Former Co-worker

 636.448.8824

Matt Boelk

VP of Sales/
Former Boss

 310.955.7420

Jennifer Newshan

Account Executive/
Former Co-worker

 516.603.7720