

MACKENZIE HOFFMAN

EDUCATION

Savannah College of Art and Design (SCAD) • Savannah, GA

BFA: Fashion Marketing and Mgmt. Minor: Fragrance Marketing and Mgmt.

Graduation: June 2022.

Summa Cum Laude GPA: 3.95

Awarded the STAR Student Advancement in Retail Design Endowed Scholarship (2021)

Awarded SCAD AMP Certificate - Series of 18 workshops to elevate vocal and visual communication skills

EXPERIENCE

GAP

May 2022 - Present Lead / Kid's & Baby Merchandiser

- Merchandise product within shops of store
- Leads employees to achieve store priorities and engage with all customers
- Collaborates closely with service leader to take actions upon request
- Manages opening and closing of the store
- Meets personal goals that contribute to store outcomes

June 2021 - May 2022 Sales Associate

- Awarded Employee of the Month Four Times
- Redesigned sales wall and floor
- Worked directly with customers
- Processed online returns and orders from the store
- Pitched loyalty and card programs, in the top 5% for loyalty enrollments
- Assisted customers with style and fit selections
- Processed Ship from Store and BOPIS
- Restocked Merchandise
- Worked closely with head visual merchandiser to best display new product
- Managed backstock inventory
- Worked one-on-one with new employees to train them for associate tasks
- Processed new inventory weekly into the store on shipment days

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ACADEMIC PORTFOLIO

Summer 2020 FASM Retail Buying Simulation

Urban Outfitters Buying Simulation

- Developed strategies to expand product categories and increase company revenue
- Organized a six-month buying plan for the company
- Planned two six month buying plans for two individual stores

Winter 2021 FASM Private Label Product Devel.

Rare Beauty Product Development

- Researched extensively on industry and consumer trends, ingredients, and packaging
- Developed a six-product skincare line
- Produced tech packs, costing sheets, and a marketing plan

Winter 2022 FASM Fragrance Marketing and Management

SCAD Beauty Social Media Campaign

- Developed campaign concept to bring interest to Fragrance Marketing Minor concentration
- Executed a three-week campaign across six SCAD Beauty social platforms
- Achieved a 200% increase

SKILLS

Analytical Problem Solving

Organizational/Planning

Communication/ Public Speaking

Teamwork/Collaborative

Generating market trend analysis

Curating displays with aesthetic quality

Attention to and an eye for detail

Understands textile and color theory

Adobe Photoshop, Indesign, & Illustrator CC

Microsoft Office Suite