

Samantha Strandberg

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MEDIA HANDLES

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EDUCATION

Columbia College Chicago 2019
Bachelor of Arts in Fashion Business GPA: 3.7
Minor in Design Management GPA: 4.0

MANAGERIAL EXPERIENCE

Assistant Manager

The Buckle Inc, Schaumburg
JULY 2018-PRESENT

- Lead a team including a sales team of 12 and two support staff consistently exceeding sales goals by 2% monthly.
- Ensure adherence to corporate standards through team member delegation resulting in ownership and pride of store.

Manager of Aquatics

Village of Bensenville, Bensenville
AUGUST 2016-JANUARY 2018

- Analyzes data from managerial work done through Excel, such as cash flow and demographics of customers resulting in creation of new marketing campaigns
- Demonstrates knowledge of procedures and processes of CPR and AED certifications for a team of 15
- Takes the initiative and adapting to life or death situations

RETAIL EXPERIENCE

Retail Sales Specialist for POV

Nordstrom, Schaumburg
JANUARY 2018-JULY 2018

- Consistent engagement with customer establishing wants and needs by listening and questioning for clarity.
- Sharing ongoing research of product knowledge and fashion trends resulting in average SPH of 300.

Experienced Sales Associate

LOFT Ann Inc, Schaumburg
JANUARY 2016-JANUARY 2018

- Sense of urgency with demonstrated success in a fast-paced and deadline-oriented environment
- Flexibility and the ability to prioritize multiple assignments/follow through on assignment
- Prepared and coordinated inventory needs by classification

DESIGN AND VISUAL EXPERIENCE

Visual Merchandising Student Assistant

Bloomingtondale's, 900 n. Michigan Shops
JANUARY 2017-MAY 2017

- Analyzed store environments and the role of visual merchandising through interior and exterior displays
- Hands on creation of visual displays increasing UPT by 2.5
- Ability to communicate at all levels, including presentation and summary skills

Freelance Textile and Graphic Design

Greater Chicagoland Area
AUGUST 2012-PRESENT

- Strong analytical skills with demonstrated problem solving and critical thinking ability developing 5-star reviews with each garment made.
- Self-motivated with critical attention to detail, adhering to tight deadlines resulting in customer referrals

VOLUNTEER EXPERIENCE

Style Ambassador

My Favorite Outfit NFP, Chicago
MAY 2017-PRESENT

- Communicated regularly with the upper leadership team on strengths, weaknesses, concerns, risks and opportunities in creation of new marketing campaigns
- Excellent verbal, written, and reporting skills

RELEVANT COURSE WORK

Math for Fashion

- Use of formula-based spreadsheets to expedite and defend financial problem solving of creating a boutique.

Merchandising and Assortment Planning

- Use of planning, developing, and computing of assortment and buying plans to launch a reboot of a company.

Merchandising: Concept to Consumer

- Use of product development practices; studies roles of manufacturing, wholesaling, and retailing and their relationship to merchandising plan for a product line.

Sourcing and Supply Chain

- Use of critical thinking to source local and global materials used to create consumer soft goods.

AFFILIATIONS

The National Society of Collegiate Scholars

National Retail Federation Student Association Chapter

Columbia College Chicago Fashion Association

