
Fashion Account Executive Resume

Job Objective

To obtain a position of Fashion Account Executive in order to bring about continuity for the company by using my skill set to your best advantage.

Highlights of Qualifications:

- Good expertise in sales and fashion industry
 - Wide knowledge of magazine apparel sales
 - Strong knowledge of accounts
 - Excellent verbal and written communication
 - Amazing follow-through and organization skills
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Professional Experience:

Fashion Account Executive
Rek Group, Miami Springs, FL
August 2007 – Present

- Ensured achievement of proper assortments in sales campaign; planned budget and selected advertising.
- Analyzed weekly, monthly and EOS selling reports for clients.
- Monitored actual sales results against client financial plans.
- Recommended promotional activities to ensure the success of those plans.
- Created training materials and selling tools for clients.
- Prepared internal reports and request for information.

Fashion Account Executive
Marsh & McLennan Companies, Inc., Miami Springs, FL
May 2004- July 2007

- Developed and implemented business plans to achieve corporate sales goals.
 - Improved OTB forecast, analyzed business trends.
 - Ensured effective execution of retail merchandising and sales strategy by account.
 - Managed integrated marketing plan by account.
 - Resolved oversold, confirmations, and monitored store adherence to markdown cadence.
 - Accumulated month end figures by door and addressed issues and opportunities.
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Education:

Bachelor's Degree in Communication Sciences
Barclay College, Haviland, KS

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