

Abigail Julian

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EDUCATION

Fashion Institute of Technology

- Advertising and Marketing Communications, AAS | *August 2023 – May 2024*

SUNY Oneonta

- Fashion & Textiles, Merchandising Concentration, B.S | *August 2020 – May 2024*

EXPERIENCE

Faherty Brand: Fashion Merchandising Internship | *June 2022 – August 2022*

- Experience in Women's, Men's, Kids, and Unisex categories
- Used 42 to pull TY/LY data for Omni, S22, Ecomm, and Retail best sellers by SKU to prep for weekly sales review meeting
- Created and edited line sheets on Nuorder
- SKU upkeep on Shopify by stores and distribution channels, added new imagery, updated silhouettes and colors
- Partnered with Production, Design, Planning, and Marketing cross-functional teams for development of Spring '23 line
- Maintained sample closet and showroom, organized samples for shoots, prepped samples for wholesale meetings, made sample returns
- Intern Project "Flo with Faherty" athleisure line: Developed clothing line for Womenswear and Menswear. Included TA calendar, pricing tiers, and biggest investment of the collection

Red Closet Thrift Store at SUNY Oneonta: Head of Operations | *August 2021 – May 2023*

- Managed the Visual Merchandiser, Store Manager, Marketing Coordinator, and 25 volunteers
- Implemented a system to recycle clothing waste
- Tracked store conversion rates to gauge the success of advertising and clothing drops weekly
- Organized and developed clothing drops based on current trends, seasons, and color palettes
- Responsible for budgetary decisions: \$5,000 semesterly profit distributed 10% for store maintenance and marketing efforts and 90% donated to sustainability scholarships

10eleven: Showroom Internship | *September 2023*

- Directed buyers from Anthropologie, Nordstroms, and Revolve to account executives and suggested styles that aligned with the target market
- Pulled correct lines and styling models for each buyer and set aside buys
- Used Joor for B2B purposes connecting the retailer with the brand

Groundhouse: Vintage Shop Internship | *August 2022 – May 2023*

- Directed themes and colors to source for clothing drops
- Accurately priced items with markup and research before putting them on the floor
- Assisted with visual merchandising and styling

EXTRACURRICULARS AND AWARDS

Revival Apparel Club: President | *August 2021 – May 2023*

- Distributed tasks through Microsoft Calendar to outline weekly expectations to e-board
- Planned a Gender-neutral pop-up shop in partnership with Gender & Sexuality Resource Center
- Planned tabling events each semester with Sustainability office showcasing the UN goal 12 of responsible consumption and production
- Responsible for promoting club's activities across campus as the lead speaker for general body/executive board meetings and the university's annual sustainability showcase

ESRAP Global Fashion Merchandising Competition: Third Place Winner | *May 2023*

- Business plan for a gender-fluid lingerie retail store with a strong sustainable focus

NYS Junior Achievement Business Plan Competition: Third Place Winner | *June 2020*

- App idea, 'Giving Tree,' to contribute to and reward responsible consumption

SKILLS: Microsoft Office Suite, Google Suite, Canva, Basic Adobe Photoshop, Retail Math, Photography, Quick Learner, Nuorder, 42, Shopify, Joor