

Katlin Koethe

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<https://katlinkoethe.godaddysites.com>

- OBJECTIVE** To obtain a permanent position with a company where I can combine my interests of fashion, photography and events.
- STRENGTHS** Excellent communication skills, attention to detail, customer service skills
- EDUCATION** Bachelor of Science in Apparel, Housing, and Resource Management
Fashion Merchandising and Design Major, May 2022
Event and Experience Management Minor
Virginia Tech, Blacksburg, VA
Overall GPA: 3.53 In Major GPA: 3.78
- EXPERIENCE**
- Fashion Associate/Intern**, Ploom (Start-up), Remote, April 2021 – January 2022
- Evaluated style advice output for Ploom’s website
 - Researched and formulated style type mood boards
 - Curated pictures for landing page, social media, article headers etc.
 - Aided in website development
- Sales Associate**, Loft Outlet, Leesburg, VA Seasonal 2019 – Spring 2020
- Ensured that all customers received excellent service through direct salesmanship and prompt and courteous service
 - Assisted customers in trying on and styling merchandise.
 - Processed cash and credit payments as a cashier using POS systems
 - Monitored inventory through physical inventory counts
- Lead Merchandiser & Sales Associate**, PFHS Sprit Store, Potomac Falls, VA 2015 - 18
- Formulated and ran promotions to increase traffic and sales
 - Designed and executed various window displays
 - Directed photo shoots and styled fashion models
 - Selected merchandise to sell after analyzing consumer needs
 - Directed, filmed and edited commercials promoting store and merchandise
- CEO and Founder**, Koethe Camp LLC, Potomac Falls, VA 2011 -2019
- Established week long day camps for children ages 3-10
 - Obtained first hand knowledge on how to run a business and manage a team of employees
 - Responsible for business affairs, i.e. finances and camper registration
 - Developed lesson plans for each day and promoted camp through marketing materials
- SKILLS** Adobe Photoshop, Adobe Illustrator, Canva, Microsoft Office Suite, iMovie
- CERTIFICATIONS** Cvent Certified, Nation Retail Federation (NRF) Customer Service and Sales
NRF Advanced Customer Service and Sales, Workplace Readiness Skills