

CALLIE CHAPPLE

SHOWROOM COORDINATOR | RETAIL OPERATIONS
FASHION MARKETING + MANAGEMENT BFA - SCAD

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WORK EXPERIENCE

Place Showroom

Showroom Coordinator • 09/2023 - Present

- Efficiently coordinate showroom operations, including merchandise placement, inventory management, and client appointments.
- Utilize strong organizational skills to manage showroom schedules, appointments, and sample deliveries.
- Act as a liaison between showroom staff, management, and vendors to ensure seamless communication and operations.
- Foster a positive and collaborative work environment, contributing to team morale and productivity.

Reformation

Sales Associate / Stylist • 05/2022 - 12/2023

- Lead customer service efforts by providing personalized styling assistance in fitting rooms, curate and merchandise racks to showcase new styles and create clear color stories tailored to our customer base.
- Track store success metrics by analyzing conversion rates, individual daily budgets, and units per transaction to drive sales motivation on the floor.

Nicole Paloma Hand-Sewn Designs

Visual Merchandiser • 10/2020 - 02/2021

- Responsible for sales floor selling and merchandise, creatively merchandising clothing racks, mannequins, and window displays within the store.
- Customer relationship tasks including POS, fulfilling and shipping online orders, fitting room assistance.
- Given opportunities in sewing garments and event planning (local fashion show).

Anthropologie

Sales Associate / Stylist • 11/2019 - 08/2020

- Customer oriented tasks; welcoming customers, help navigating the store (and Ponce City Market), POS and returns, online ordering, and ensuring cleanliness in the store throughout the day.
- Fitting room assistance; size consulting, styling, and steaming of clothing pieces.

EDUCATION

Bachelor of Arts in Fashion Marketing + Management

Savannah College of Art and Design Atlanta | GPA 3.3

COURSE WORK

Full portfolio available to view at www.calliechapple.com

Reformation CRM Strategy + App Driven Loyalty Program

Extensive research into Reformation's customer and their needs as the retail company expands. Implementation of a loyalty program, frequent promotions, including an app with mock-ups, e-commerce marketing strategy and a promotional timeline.

SKILLS

- Retail Merchandising
- Presentation Design (Microsoft Suite, Canva)
- Microsoft Excel
- Interpersonal + Communication Skills
- Prioritization + Time Management Skills
- Collaborative Worker