

Allison Catron

Fashion Merchandiser and Designer

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Passionate fashion merchandiser and designer with hands-on apprentice and intern experience. Completed a Bachelor of Science in Apparel Merchandising and Design at Iowa State University in May of 2024. Accepted a market and competitor research internship under Professor Dr. Ling Zhang as she launched her maternity wear passion project called MUQIN. Studied abroad in Italy, gaining international perspectives on fashion trends and practices. Active participant in the Fashion and Justice Club and The Fashion Show, demonstrating a commitment to innovative design and social impact. Currently seeking opportunities in the Denver, CO, area that will further cultivate professional skills in a creative environment.

Experience

MUQIN - Market and Competitor Research Analyst Intern

Ames, IA • 02/2024 - 05/2024

- Under Professor Dr. Ling Zhang, conducted comprehensive research on MUQIN, a maternity wear brand, and its competitors to develop a strategic marketing plan as they launched their first nursing bra collection.
- Solidified the brand image to target a specific market via the company website and social media as they operated solely through e-commerce.
- Compiled findings into a detailed research report and created SWOT analyses for each brand in the study.
- Developed professional skills in communication, data collection, data analysis, and market analysis.

Kate Spade New York - Interim Supervisor

Outlet of Des Moines, Des Moines, IA • 06/2023 - 08/2023

- Collaborated closely with the store leader to deliver exceptional guest service, attracting new and returning customers.
- Assisted the Visual Merchandiser with setting the sales floor and window displays.
- Drove sales team performance by leading mini-sales trainings, providing real-time coaching, and celebrating team successes.
- Fostered a collaborative environment and promoted team selling strategies to enhance customer connections with the brand.
- Performed and supervised store opening and closing procedures.

Kate Spade New York- Temporary Sales Associate

Outlet of Des Moines, Des Moines, IA • 11/2020 - 01/2023

- Worked seasonally for seven seasons while completing an undergraduate degree.
- Represented the Kate Spade brand through solid sales skills, in-depth product knowledge, and outstanding guest service.
- Curated personalized shopping experiences to meet the unique needs of each guest.
- Executed operational tasks to ensure the cleanliness and presentation of the sales floor and back room.

Education & Training

Bachelor of Science: Apparel Merchandising and Design

Iowa State University, Ames, IA • 08/2020 - 05/2024

Study Abroad:

Academia Italiana, Florence, Italy 01/2023 - 05/2023

Skills

- Microsoft Office Suite, Adobe Creative Suite, Lectra Suites, Browswear, Procreate
- Hand Illustration, Garment Construction, Tailoring, Patternmaking, Draping
- Visual Merchandising, Retail Merchandising, Retail Sales, Communication, Teamwork