**Allyson Wilson**

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**Objective**

To obtain, better understand, and learn more about fashion and visual merchandising. Determined to bring previous experience and knowledge into a friendly work environment, while assisting others in creating visually appealing displays for customer traffic.

**Education**

Western Michigan University April 2024

Bachelor of Science in Fashion Merchandising Kalamazoo, MI

Minor: General Business GPA: 3.5

**Experience**

**Golf Shop Associate** November 2023-Current

Kalamazoo Country Club Golf Shop Kalamazoo, MI

* Assist club members with their shopping experience.
* Assist in creating marketing emails about upcoming sales, events, and new arrivals.
* Create social media posts with trendy items in-store.

**Buy Trainer/New Hire Coordinator** August 2021-April 2022, May 2023-April 2024

Style Encore Portage, MI

* Trained new hires and taught them how to be successful sales associates.
* Created style guides for new buyers and trained them to purchase clothing for the store.
* Managed everyday staff while training new hires and buyers.

**Sales Associate** October 2022-May 2023

Boutique Oz Mattawan, MI

* Managed inventory invoices and priced the items accordingly.
* Merchandised the sales floor on a daily basis to attract customers to new products.

**Floor Manager** July 2018-August 2022

Plato’s Closet Jackson, MI

* Organized the layout of the sales floor.
* Created floor sets for new and upcoming events, clearance sales, new inventory.
* Trained new employees how to create displays and dress mannequins.

**Skills**

* Skilled at visual merchandising
* Organized
* Dependable

**Honors and Activities**

Merchandising Opportunities and Design Association (MODA) September 2021-April 2024

* **President** 2023-2024
* Treasurer 2022-2023

NYFW Selection Committee member 2022-2023

* Assisted in choosing a student to attend New York Fashion Week.

WMU Dean’s List 2021-2024