

LINDSEY FULLER

PROFESSIONAL SUMMARY

I am a driven, passionate business professional with the ability to adapt quickly in a changing environment. I am a confident decision maker with a desire to use my strategic and creative abilities to better my company and myself.

REACH ME AT:

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SKILLS

Web Management
Shopify
Social Media Marketing
Google Analytics
Google Ad Manager
Facebook Ads Manager
Adobe Suite
Microsoft Suite
Critical Thinking
Problem Solving
Teambuilding

ACADEMIC BACKGROUND

University of Arkansas

Apparel Merchandising & Product Development |
August 2014 to August 2017

- Relevant Coursework
- Merchandising Math
 - Fashion Brand Management
 - Merchandising Applications
 - Computer Aided Textile Design
 - Advanced Apparel Production

WORK EXPERIENCE

Content Creator

LINFULL, LLC | March 2020 to Present

- By Request
 - Styles, oversees, and directs photo shoots - uploads content for Shopify & all social media platforms
 - byrequestnwa.com has seen a 59% increase in traffic + a 300% increase in total sales from March 2020 to June 2021
 - Instagram has seen a 2.18% increase in total followers since May 2021
 - Manages email marketing campaigns
 - Creates relevant blog posts

Manager

Luxe | April 2020 to March 2021

- Managed social media platforms
- Managed inventory levels
- Oversaw monthly financial planning
- Coordinated with vendors to schedule continued education classes for stylists
- Maintained client relationships

Assistant Buyer + Manager

Lola | October 2018 to March 2020

- Created & uploaded content to all social media platforms: instagram & facebook
- Managed paid social media campaigns
- Collectively planned all photoshoots & fashion shows
- Uploaded all content on shoplola.com through Shopify
- Managed creation of landing pages, ensured quarterly updates
- Worked alongside developers to redesign the website
- Placed orders for all inventory
- Managed financial planning for all apparel & accessory lines quarterly, consisting of 80+ lines, 700+ skus
- Collaborated with 35+ vendors at New York market to review & plan assortment for the upcoming seasons bi-annually
- Balanced purchase plans with required stock levels/increased profit & sales
- Assistant Buyer: Grew total sales 34.8% from 2018 to 2020
- Curated in-store & offsite pop up experiences with emerging designers & local artists
- Maintained all responsibilities as Manager (see below)

Manager

Lola | September 2017 to September 2018

- Oversaw team of 4 employees
- Managed schedules and staffing
- Liaison between sales associates and head buyer
- Supported head buyer with assortment planning for each season
- Managed content for website launch & continuously fulfilled all online orders

Intern

Sandestin Resort Retail Stores | Summer 2017

- Researched various target markets by working in children's & contemporary clothing stores
- Directed inventory control
- Aided in buying process