

# Whitney Moorman

1-45 College Grove  
London NW1 0RW  
0777 211 7939  
whitneylmoorman@yahoo.com

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## Profile:

- An open minded and creative individual who enjoys developing strong social and working relationships.
- Passionate about learning different cultures and their attitude towards the fashion and entertainment industries.
- Able to demonstrate excellent analytical skills and extensive research skills.
- A self starter who can work on own initiative.

## Experience:

**01/2007– 01/2009      Cip Marketing on behalf of adidas America      Chicago, IL**

### **Lead Marketing Associate/ Brand Coach**

Cip Marketing works on behalf of Adidas America to strengthen relations between adidas and retailers while improving there brand perception. Duties included:

- Managed product launches and adidas Originals sponsored events.
- Assisted with special events sponsored by adidas mobile tour, organizing interactive mobile tour activities, and distributing promotional products.
- Visually merchandised adidas products in supported retail stores (Dicks Sporting Goods, Sports Authority, Mc Sports, Macy's J C Penny's, and University shops) and mobile tour events throughout the Midwest area of the US.
- Acted as sales support specialist during product launches and serve as point of contact for retailer feedback and results.
- Train retail partners management and sales staff regarding brand concepts, key product categories, and technologies.
- Traveled as needed to reach assignments.

**07/2008–12/2008      Bridge to Success Non-Profit Organization      Chicago, IL**

### **Volunteer Lead Project Coordinator**

Bridge to Success is a non-profit organization that supplies hard to employ candidates with appropriate interview attire and holds interviewing workshops to build clients self confidence in preparation for an interview. Duties included:

- Managed team on executing Men's Warehouse National Suite Drive.
- Scheduled clothing donation drop off with clothing drive sponsor.
- Purged 4,000 garments for high quality donations.
- Integrated purged donations with current inventory.
- Styled clients with the appropriate interview attire.

**07/07 -05/06/08      Fashion Columbia      Chicago, IL**

### **Fashion Show Producer**

Fashion Columbia is an organization on behalf of Columbia College that produces the Universities fashion shows and events. Duties included:

- Balanced budget for production and events of \$86,000.
- Casted and booked models for fashion shows and photoshoots.
- Managed designer garments jury process and model fittings.
- Assisted in creating the design for invitations, website, and posters.
- Hired production crew to develop staging, execute lighting, operate sound, and photograph production.
- Hired catering companies to provide food and beverage for events.

**07/2006–02/2007**

**Sports Service**

**Chicago, IL**

**Seasonal Sales Associate**

Sport Service provides retail expertise, concessions, gourmet catering, and premium dining to Sports venues. They provided services for the American Football team Chicago Bears at Soldier Field Stadium.

Duties Included:

- Assisted exclusive customers with Chicago Bears merchandise purchases.
- Visually merchandised products in shop.
- Handled all cash and credit card sales without the use of a cash register.

**12/2004–10/2005**

**Champs Sports**

**Orland Park, IL**

**Sales Associate**

Champs Sports is a retail chain in the sporting goods industry. They specialize in selling apparel, footwear, and accessories. Duties Included:

- Provided superior customer service by assisting customers with shoe and clothing purchases.
- Maintained floor inventory by stocking, displaying, and/or securing products as needed/as required.
- Finalize customer's purchases with handling cash, check, and credit card transaction by use of an electronic cash machine.

**Education:**

**01/2008–07/2009**

**American InterContinental University**

**London, UK**

**M.B.A: International Business Management**

- Develop leadership and problem solving skills to effectively manage a global enterprise.
- Comprehensively analyze business structures to operate in unpredictable environments.

**09/2005–12/2008**

**Columbia College**

**Chicago, IL**

**B.A: Arts, Entertainment, and Media Management**

**G.P.A. 3.75**

- Understand business needs in the arts to apply marketing, merchandising, and productions concepts.
- Produce monthly fashion presentations at Saks Fifth Avenue.

**Related Activities:**

- Assisted Giambattista Valli Fall 2007 Fashion Show at Saks Fifth Avenue Chicago
- Annually volunteer for Fashion Focus Chicago (Chicago's Fashion Week).
- Volunteer commitment to Bottomless Closet and Bridge to Success (social enterprise non-profit organizations that assist clients with entering the work force).

**Skills:**

- Leadership through motivating a team and delegating task
- Effective decision making while problem solving
- Initiator in executing independent and team projects
- Proficient in Microsoft Office Packages
- Beginner French
- Trained in Acting: Commercial, improv, cold reading
- Trained in Dance: Jazz and Hip-Hop

**Interest:**

- Travel
- Performing Arts
- Fashion
- Foreign Languages.

**Reference Available Upon Request**