

Sydney Murdock

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Education

University of Cincinnati, Cincinnati, Ohio

September 2009 to April 2014

- Dual majors in Fashion Merchandising and Magazine Journalism
- Graduation Date: May 2014- GPA: 3.5/ 4.0

Work Experience

Kontrol Magazine- Atlanta, Georgia

July 2017-Present

Fashion Blogger

- Covering high fashion editorials, runway shows and fashion presentations through magazine blog through research and well-versed writing.
- Covering model looks on and off of the runway through research and well-versed writing.
- Social media management of various fashion related topics for the magazine.

UnCommon Things- Cincinnati, Ohio

Boutique Owner and Lead Stylist

November 2016- Present

- Overseeing all aspects of boutique operations.
- Establishing and achieving store sales goals that will determine profitability.
- Implementing and training boutique stylists on fashion merchandising standards.
- Training boutique stylists on the styling experience that motivates women to assess and improve their personal image.
- Utilizing fashion education and trend forecasting to determine buying factors for store inventory.
- Virtual styling for boutique clientele on a weekly basis.
- Creating key marketing tools to promote product and services that the boutique provides.
- Visual planning and merchandising aimed towards unique fashion elements.

True Religion Brand Jeans- Monroe, Ohio

Store Manager and Visual Merchandiser

October 2015- October 2017

- Achieving store sales goals and creating strategic sales plans with the District Manager
- Implementing company training programs; monitoring staff training in product knowledge, customer service and selling skills
- Maintaining company merchandising standards
- Meeting payroll goals
- Conducting inventories and maintaining inventory records.
- Promptly and accurately completing all paperwork procedures (New Hire, Incident, Reports, etc.)
- Implementing markdowns
- Supervising Assistant Managers, Key Holders and Sales Associates
- Interfacing with District, Regional and corporate personnel (i.e. accounting, merchandising, operations and human resources)

Amazon- Hebron, Kentucky

Managing Product Stylist
2015

March 2015- October

- Creatively styling in a high-volume commercial photography studio.
- Setting visual standards for merchandising operations, continually implementing style improvements, and continually raising the creative bar as a part of a global team of multiple studios.
- Running daily shoots with advanced on-set styling techniques, while implementing direct input into the creative design of the shot.
- Driving quality and productivity standards through testing and process improvements.
- Analyzing styling quality and productivity in order to achieve operational metrics.
- Troubleshooting styling challenges through the use of company visual branding techniques and knowledge.
- Following the studio style guide to maintain styling a wide variety of products with a high level of quality and efficiency.
- Striving for continuous elevation regarding brand techniques, styling techniques and visual aesthetics.

UnCommon Styling- Cincinnati, Ohio

Key Stylist

June 2012- Present

- Providing styling direction through personal, editorial, commercial and fashion presentation styling.
- Providing fashion merchandising expertise through retail merchandising, closet cleanses and personal shopping.
- Creating a multifaceted client list with strategic marketing, a positive public façade and personal client recommendations.
- Managing and operating a highly esteemed fashion blog with the use of trend predicting, expertise writing skills and a personal interest in fashion. Blog consists of several contributing writers who also fall within the same interests and passions.
- Working through established relationships with art directors, photographers, modelling agencies, and other artists in the creative field.

Bebe- Cincinnati, Ohio

Store Manager and Visual Merchandising Manager

September 2012- February 2015

- Strategically drive results to ensure that the store achieves maximum sales and productivity goals through functional leadership, effective communication, talent management, presentation excellence and operational excellence.
- Fully accountable for personal productivity and store sales to ensure company goals are achieved.
- Monitor and ensure exceptional client service and client satisfaction through the enforcement of the Clientele Program and World Class.
- Ensuring loss prevention awareness and shrink control through consistent training, role playing, and team accountability.
- Adhering to company policies and operational procedures, while ensuring follow through of operational standards and deadlines.
- Ensuring that all associates meet the appearance guidelines and represent the brand in a fashionable and professional manner.
- Understanding market trends and activities, while educating team on fashion trends and terminology.
- Controlling and maintaining payroll guidelines.
- Recruiting, interviewing, hiring and retaining world class talent.

- Training and developing store team in visual merchandising tactics and guidelines.
- Accurately assessing strengths and development needs of the store team through succession planning.
- Manage merchandise back stock and replenishment using back room standards guidelines.
- Provide weekly feedback to District Manager regarding merchandise mix, stock levels, recommended markdowns and consolidations.
- Ensure that all associates meet the appearance guidelines and represent the brand in a professional and fashionable manner.
- Styling clients on a weekly basis to cultivate and maintain their desired personal image.
- Maintaining a client book to keep in contact with clients and identify their wardrobe needs.

Special Projects

NOT ANOTHER FASHION SHOW- Cincinnati, Ohio

June 2016

Fashion Show Producer and Key Stylist

Published Work

Elegant Magazine- Caution! It's Spring Editorial (May 2016)

Photographer: James Bates

Elegant Magazine- Golden Age (July 2015)

Photographer: Jacob Roberts

Institute Magazine- Fortuna (April 2016)

Photographer: Bernadette Newberry

Huff Magazine- Dream On (August 2017)

Photographer: Bernadette Newberry