

Sydney Murdock

Founder and Lead Stylist - The Style Resolution

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Authorized to work in the US for any employer

Work Experience

Founder and Lead Stylist

The Style Resolution - Cincinnati, OH

October 2017 to Present

- Closet editing and cleansing for private clients
- Personal styling for private clients in-home
- Personal shopping for private clients
- Establishing and developing relationships with local retailers
- Overseeing, managing and training three stylists

Key Stylist

UnCommon Styling - Cincinnati, OH

June 2012 to January 2019

- 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.

Store Manager and Visual Merchandiser

True Religion Brand Jeans - Monroe, OH

October 2015 to 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)

Product Stylist

Amazon - Hebron, KY

March 2015 to August 2015

- 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.

Store Manager and Visual Merchandising Manager

Bebe - Cincinnati, OH

September 2012 to 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.

Education

Africana Studies and Fashion Merchandising

University of Cincinnati - Cincinnati, OH

September 2009 to April 2014

Links

<http://www.thestyleresolution.com>