



## CONTACT

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## TECHNICAL SKILLS

Accounting (MYOB & Xero)

Task Management Software

CRM & Sales Management

Shopify/Basic Web Admin

POS Systems

Adobe Suite

MS Office Suite

Google Suite

## PROFESSIONAL SKILLS

Sales  
Marketing  
Financial Fundraising  
Business Analytics  
Fashion Show Production  
Fashion Illustration  
Technical Illustration  
Sample Room Production  
Fashion Business Management  
Sourcing  
Trend Forecasting  
Digital Ecommerce

# ANGIE MARTIN

## BRAND MANAGER

## PROFILE

During my time working as the sole Sales and Marketing Manager for Green Hip, the brand has been transformed into a top emerging stakeholder within the highly competitive workwear market.

Through my extensive knowledge in garment design/production, marketing, sales strategy, stock management, and merchandise planning I have achieved an impressive 472% increase in sales as compared to the first year of employment.

I believe it is now time for me to migrate my brand management skills to another Australian company who is actively seeking someone who can help take their brand to the next level.

## EDUCATION

2016 - 2017 St. Peters Institute  
Certificate IV in Accounting - Melbourne, Australia

2014 - 2015 Kangan Institute  
Diploma of Fashion and Textile Merchandising - Melbourne, Australia

2013 - 2014 La Trobe University  
Bachelor of Business: Event Management - Melbourne, Australia

2009 - 2012 Fanshawe College  
Fashion Design: Advanced Diploma Program - London, Ont. Canada

## PROFESSIONAL EXPERIENCE

Throughout the years of increasing my skillset through industry specific education, managing retail and wholesale brands while running my own fashion label and charity I have been able to create a vast amount of experience and passion for brand management.

Green Hip - Brand, Sales and Marketing Manager Present - 2014  
Geelong, Victoria  
Overall

- Responsible for coordination and organisation of multiple internal functions of the brand including design, production, wholesale/retail sales and marketing.
- Serviced customers in showroom, sales events, stockist store and online environments.
- Directed, planned, developed and implemented strategies to generate increased sales and overall business growth.
- Direct and develop annual Merchandising Plans.
- Direct public relation strategies to build and maintain brand's image/reputation.
- Brand management and marketing.

### Sales

- Arrangement and presentation of sales appointments. to stockists and corporate business and government sales meetings.
- Organisation and manning of stalls at expos/markets.
- Sales forecast planning and reporting.
- Daily sales processing, including recording in the accounting system.
- Stock management.
- Manage speedy communication for customer enquiries.
- Preparation of quotations and PO sales invoices for customers.
- Management of brand's back order/pre-orders.
- Management of customers returns/exchanges and communication.
- Maintain great customer service.

## Marketing

- Responsible for EDM development and brief design of key brand messaging.
- Coordination with Graphics team to deliver EDMs in line with marketing calendar.
- Conduct market research to support the marketing objectives.
- Schedule all EDMs on a weekly basis.
- Manage the online blog and website content.

## Manufacturing

- Strong garment product knowledge to demonstrate product differentiation while absorbing customer feedback of products.
- Responsible for product specification packages for manufacturers.
- Assist in product updates, new product development/design and production planning.
- Assist in the Quality Assurance process and reporting of PO deliveries/product sampling.
- Assist in reporting of faulty garments discovered from consumers.

## Green Hip - Sales and Warehouse Manager Altona, Victoria

2013 - 2015

- Day-to-day sales and warehouse logistics.
- Manage customer satisfaction.
- Sales representative for corporate sales visits, trade shows and events.
- Responsible for TOP visits to international manufacturers.
- Accountable for inventory management for quality control and stock.
- Quality control management for manufacturing improvements.
- Technical illustrations and specification packages for manufacturers.
- Assisted in product development as well as the sourcing of manufacturers for local/offshore needs.

## Decjuba - Training Manager Melbourne, Victoria

2012 - 2016

- Responsible for training regional managers as well as store managers for all of Victoria.
- Responsible for store KPI sales, profitability and overall operations.
- Oversaw stock management, stock take and security as well as roster creation and management of retail store team.
- Visual merchandising, housekeeping and closing of retail locations.
- Assisted customers in determining their needs and wants on the sales floors, fitting rooms and cashier through POS system.

## Viscount Pharmacy - Technician/Assistant London, Ontario Canada

2012- 2016

- Prepared and organized patients medication.
- Enter patients medical scripts into filling system.
- Point of contact for client altercations for conflict resolution.

## Jacob Boutique - Sales Representative London, Ontario Canada

2008 - 2010

- Assisted customers in determining their needs and wants on the sales floors and fitting rooms.
- Cashier through the use of POS system as well as assisting in the opening and closing operations of store.

## Ani Designs - Designer/Owner London, Ontario

20002 - 2016

- Responsible for brand's fashion designs, product development and artwork creations through trend and market research.
- Financial and strategic sales and marketing forecasting.
- Responsible for the sourcing and manufacturing for products.
- Negotiation of pricing and open-to-buy costing for collections.
- Managed seasonal promotions, marketing and networking.

## REFERENCES

Olivia Thwaites  
Founder of Green Hip  
Mobile: 0424 292 920  
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Michael Fenemore  
Senior Educator - Fashion,  
Textile & Merchandising  
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Nigel Eru  
Educator - Fashion, Textile &  
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Eden Brownlee  
Founder of Ozkilts  
Mobile: 0402 704 514  
eden@ozkilts.com

## PERSONAL SKILLS

### Leadership



### Time Management



### Communication



### Organization



### Honesty



### Problem Solving



### Loyalty



### Public Speaking



## INTERESTS

Travelling  
Volunteering  
Animals  
Art Exhibitions  
Kayaking  
Skydiving  
Tastings  
Cooking  
Reading  
Personal Development

## INTERNSHIP EXPERIENCE

- F & N Kingston Nominees – Design Assistant 2012  
1 Claremont St. South Yarra, Victoria
- Experience in sending out sampling parcels, story board creations, catalogue styling and trend forecast analysis.
- Alexi Freeman - Production Assistant 2012  
Level 1, 66 B Johnston St. Collingwood, Victoria
- Experience in production and development of Summer 2012/13 orders
- Fisher and Company - Sales and Merchandising Assistant 2008  
515 Richmond Street, Richmond Row, London, Ontario
- Expanded retail sales, marketing and merchandising knowledge.

## PROFESSIONAL VOLUNTEER EXPERIENCE

- 2012 Unbound
- Sponsorship Liaison, Executive Treasurer and Media Coordinator/Executive Promotions Assistant
  - Projection and allocation of budget through strategic planning.
  - Sourcing sponsorship opportunities.
  - Execution of VIP Behind the Scenes Tour for brand awareness.
  - Planning, implementation and marketing of fundraising events.
- 2011 Unbound
- Head Cuer
  - Responsible for rhythm and timing of the fashion show.
- 2011 Fanshawe Open House
- Presented to potential Fashion Design students and parents.
- 2010 Unbound
- Escorted VIP guests to their seats as a VIP Usher.

## PERSONAL VOLUNTEER EXPERIENCE

- Green Hip - Tree Planter 2016 - 2017  
Colac, Victoria
- Instrumental in planting over 18,000 native trees, grasses and shrubs on a communitybased farm land.
  - Assisted organisers with management and transportation of volunteers.
- STAND - Vice President/President 2010  
London, Ontario Canada
- Head of financial and strategic planning to meet groups core objectives.
  - Responsible for event planning and implementation of marketing and advertising campaigns, including creation of posters and business cards.
- Projects Aboard - Spoken English Teacher 2009  
Ethiopia
- Taught spoken English to fourteen classes while assisting child care workers in an AIDS orphanage.
- Projects Abroad - Volunteer 2008  
Ghana
- Assisted Habitat for Humanity in building schools and houses while also working with child care workers in an orphanage.
- Sharing the Holiday Spirit - Creator 2006 - 2008  
London, Ontario
- Creation and implementation of organisation.
  - Development of marketing campaigns and organisation of donated food and clothing packages.