

Erika Friesth

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SUMMARY OF QUALIFICATIONS

- Refined multi-tasking skills managing multiple responsibilities to achieve or exceed financial goals.
- Honed creative decision-making skills and communication techniques during classes and performances of the Second City Beginning Improvisation Program and IO Training Program.
- Reinforced strong problem-solving skills in vendor and consumer relationships.
- Developed a global business perspective while studying European visual merchandising practices in Paris with American Intercontinental University.

EDUCATION

Columbia College-Chicago, IL Bachelor of Arts, Fashion/Retail Management
September 2005-December 2008, Cumulative G.P.A. 3.8/4.0

American Intercontinental University-London, UK School of Fashion
Paris Study Abroad Program, June-July 2007

PROFESSIONAL EXPERIENCE

AMERICAN GIRL PLACE-Chicago, IL *Seasonal Visual Merchandiser* October 2010-January 2010

- Maintained dolls, soft-line and hard-line merchandise displays per corporate standards for clarity of offer.
- Created and implemented seasonal décor, brand launch floor sets and window changes.

DAVACO-Chicago, IL *Brand Central Coordinator-Nike* June 2010-October 2010

- Drove revenue for Nike at various retailers including Macy's, Nordstrom and Dick's Sporting Goods.
- Ensured visual standards were upheld to provide a strong brand presence in a variety of markets.
- Collaborated with client and store management to identify growth opportunities and maintain strong relationships.

EVENT NETWORK-Chicago, IL *Apparel Associate-John G. Shedd Aquarium* March 2010-June 2010

BANANA REPUBLIC-Chicago, IL *Visual Specialist* February 2010-June 2010, August 2007-January 2009

- Created compelling in-store visual and window display presentations with the leadership team to communicate seasonal concepts from corporate to fit store needs and improve sell-thru.
- Maintained store visual presentation standards weekly, including dressing and styling bust forms and mannequins, lighting, signage, marketing, floor moves and window displays.
- Assisted in the planning and timely execution of seasonal rollouts.

WINSTON RETAIL SOLUTIONS-Chicago, IL *Junior Merchandiser-G-III Apparel Group* October 2009-March 2010
Field-Based Stock Squad Associate-Dockers July 2009-December 2009

- Merchandised and maintained stock levels according to vendor guidelines to boost brand status resulting in improved visibility and sales.
- Acted as client liaison for retailer relaying vendor directives and retail needs impacting brand consistency.
- Completed reports highlighting opportunities for improvement and depicting the status of the client's environments before and after resulting in store-specific insights of sales and merchandising.

NIKE-Chicago, IL *Seasonal Visual Associate*, September 2009-January 2010

MICHAEL KORS-New York, NY *Intern-Michael Michael Kors Merchandising* May 2008-August 2008

INVOLVEMENT

IO THEATER-Chicago, IL

- Artist-Storytown
- Student-Improv Training Program

SECOND CITY TRAINING CENTER-Chicago, IL

- Graduate-Improv Program 2008

KAPUPPETS

- Owner and puppet maker.