

Fiona Murphy

EDUCATION

B.F.A. in Fashion Marketing and Management
Minor in Business Management/Entrepreneurship
Savannah College of Art and Design (SCAD) | Savannah, GA
Expected Graduation: May 2026
3.63 GPA
Dean's List Honoree (2022-2025)
Extra Curriculars:
Social media content creator SCAD FASM Community Club,
SCAD FASM Community Substack writer (2024)

SKILLS

INDUSTRY

- Open to Feedback, Proactive, Resourceful, Retail Math, Project Management, Styling, Concept Development, Trend Forecasting, Data Analysis, Research

PROFESSIONAL

- Teamwork, Leadership, Problem-Solving, Decision Making, Multitasking, Communication, Interpersonal, Cross-functional, Organization, Detail-Oriented

SOFTWARE

- Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Lightroom, Adobe Acrobat
- Microsoft PowerPoint, Microsoft Excel, Microsoft Word, Outlook
- Google Docs, Google Slides, Google Sheets, Gmail, Google Calendar
- Figma, Canva, Zoom, Statista, Pinterest
- AI rendering via ChatGPT and Midjourney

WORK EXPERIENCE

Anthropologie | *Key Holder & Sparked Leader* | Savannah, GA **Jun 2025 – Present**

- Entrusted with managing the opening and closing procedures of the store, handling the till and safe count.
- Utilize financial data to forecast daily/hourly sales goals and trending traffic hours for successful operations.
- Work alongside store manager to plan shopping events for store guests, increasing sales, as well as outside of work activities for employees to build stronger team relationships, boosting rapport.
- Advise store content creator on sharing new store products, seasonal merchandising, employee styling sessions, and store events to increase awareness and community involvement.

Sales Associate | Savannah, GA **Feb 2024 – May 2025**

- Offer personalized styling and sales support for a unique shopping experience.
- Assisted customers with mobile app/online orders, promoting omnichannel capabilities, boosting digital engagement.
- Connect with out-of-town guests to provide an impactful experience they may not have at home.

American Eagle | *Sales Associate* | Springfield, MO **Dec 2020 – Aug 2023**

- Handled inquiries, complaints, and returns efficiently, improving customer satisfaction rating.
- Collaborated with the store manager to implement seasonal layout changes, enhancing store's visual appeal.
- Trained team members on cash register, stock, and customer service to improve efficiency and performance.

ACADEMIC EXPERIENCE

Embrace | *Contemporary Issues In Fashion Merchandising* | *Sustainable Lingerie Brand*

- Researched lingerie industry in North American and European markets analyzing impact of body inclusivity on shoppers.
- Crafted brand identity, mission, vision, values, and core products to highlight brand story and design purpose.
- Built sustainability initiatives supported by CSR and Code of Ethics to ensure 90% recycled and 100% ethical promise.
- Formulated strategic price points and cost breakdown of items to fill white space of competitors to attract consumers.
- Styled and creative directed brand/product shoot to showcase message for website, social media, and advertisements.

ReMode "Style ReFramed" | *Current Trends and Forecasting* | *Editorial Magazine Shoot & Article*

- Researched fashion and sustainability statistics that relate to everyday shoppers and conscious consumers.
- Creative directed and managed editorial team, including photographer, editor, beauty team, and models, and coordinated with photography studio to schedule shoot time and equipment.
- Styled editorial models with pieces from my closet, relating to the article's focus on fashion overconsumption.
- Wrote magazine article emphasizing that existing clothes can be repurposed across trends, avoiding repetitive buying and waste while highlighting editorial photography.

Heritage Unbound | *Retail Buying Simulation* | *Brand Collaboration and Merchandising Project*

- Gucci x Design Within Reach created accessible luxury furniture, linking functional pieces with lasting connections.
- Researched consumers' changing lifestyles and need for adaptability, as well as interest in quality and product lifecycle.
- Crafted 7-piece product assortment supported by 6-month merchandise plan, maximizing profits to meet sales targets.

CONTACT

fionamurphy2103@gmail.com (240) 678-5015

Instagram: [fionacmurphy.com](https://www.instagram.com/fionacmurphy.com) [LinkedIn: Fiona-Murphy](https://www.linkedin.com/in/Fiona-Murphy)