

# NADYA AL-HAKIMI

## FASHION DESIGN & MERCHANDISING

### CONTACT

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-  Detroit, MI

### EDUCATION

#### WAYNE STATE UNIVERSITY

BA of Arts Fashion Design & Merchandising Minor in Sociology  
**JAN 2023-DECEMBER 2024 3.9 GPA**

#### MACOMB COMMUNITY COLLEGE

AAS in General Education/Sociology  
**AUGUST 2020-JULY 2022 3.7 GPA**

### SKILLS

Market Research  
Data Analytics  
Trend Forecasting  
Microsoft  
Time Management  
Problem-Solving  
Social Media Strategy  
Creative Direction  
Graphic Design

### SUMMARY

Fashion Merchandising Student with about 2 years of experience within the industry. Created many successful marketing strategies for well known brands. Committed to demonstrating strong creative and analytical skills. Very passionate about staying on top of fashion and industry trends.

### EXPERIENCE

#### VICTORIA'S SECRET

Sales/Production Associate

##### FEB 2024-PRESENT

- Maintained good and effective CRM
- Increased UPT consistently
- Pushed new product out to floor efficiently

#### KROGER

Health/Beauty Stock Associate

##### JULY 2021- AUGUST 2022

- Stocked product within my department and sometimes others.
- Set displays to make store/product visually pleasing to consumers.

### VOLUNTEERING

Belle Isle Conservancy

##### AUGUST 2020- PRESENT

- Responsible for cleaning up areas assigned to me on Belle Isle.

### SPECIAL PROJECTS

- Shinola: Created a concept for the brand to expand internationally.
- Trend Journal: Forecasted fashion trends of Fall/Winter '24.
- Adidas: Created a Retail pop-up plan for the companies overstock.