

Erick Robert Smith

New York, NY | (708)513-0854 | erick.smith@limcollege.edu | [Erick Smith LinkedIn](#)

Summary

I have a solid foundation in business principles, and my blend of creativity and critical thinking drives me to make informed decisions that foster both success and innovation.

Education

Bachelor of Business Administration in Fashion Management and Leadership, Minor in Marketing and Event Planning

LIM College, New York, NY | May 2027

Relevant Coursework: Introduction to Fashion Business, Marketing, Fashion Marketing and Communications, Fashion Branding, Business Spreadsheets, Management, Communication: Methods and Audiences, Leadership, Negotiation

Experience

LIM College, New York, NY | August 2025 – Current

Peer Advising Leader

- Assist with students' needs and concerns regarding their academic success
- Schedule students' appointments to meet with advisors.
- Monitor the office phone and email.
- Run Drop-in hour for students to come in without an appointment to meet with advisors

American Eagle, New York, NY | May 2025 – Current

Brand Ambassador

- Executed visual merchandising strategies to enhance store presentation and encourage customer engagement aligning with the brand standards across both American Eagle and Aerie.
- Created and supported a personal styling clientele, curating individual looks for all clients and consistent customer satisfaction.
- Cross sold merchandise between Aerie and American Eagle brands, achieving high value transactions, including a top individual sale exceeding over \$800.

Celebrity Stylist Intern | April 2025 – December 2025

Freelance Stylist Assistant

- Assisted with client fittings by organizing wardrobe selections and ensuring proper garment tailoring and presentation.
- Coordinated shopping runs, pickups, returns for designer clothing and accessories from various retailers and showrooms
- Supported styling sessions by preparing looks, managing inventory, and maintaining detailed records of borrowed and returned items

Aritzia, Rosemont, IL | Winter 2024

Markdown Associate

- Analyzed and unified the clothing on the sales floor
- Constructed the setups on the sales floor
- Executed all my assigned tasks promptly

Skills

Computer: Microsoft Word, Excel, Outlook, PowerPoint; Google Suite, Photoshop, Canva, AutoCAD, Instagram, TikTok

Certifications: Level 1 & Level 2 Excel Credentials McGraw Hill, Styling Certification from Fundamentals of Image Architect with Law Roach, Inside LVMH Certificate in Creation & Branding, Operations and Supply Chain