
Ajale Coard

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PROFESSIONAL SUMMARY

An experienced visual project planner, versed in using product placement, strength in communication and multitasking abilities. A leader with administrative, organizational and team working skills; organized fashion shows, brunch soiree's and late night event experiences ranging large- and small-scale locations. With a self-motivated approach and unsurpassed team work ethic, prepared to apply knowledge and abilities to a challenging new position.

SKILLS

- Event Planning
- Merchandising and Display
- Social Media Marketing
- Project organization
- Team building
- Proficient in Fashion GPS, DeSl, AS400, SAP
- Microsoft Office, PowerPoint, Excel
- Ability to lift 50-60lbs

EDUCATION

Fashion Merchandising - Bachelor of Arts

Howard University - Washington D.C., DC

WORK HISTORY

Freelance Sample Coordinator - October, 2023 to Present

Burberry - New York, NY

- Completes pick up/delivery request via local and international courier services.
- Keeping track of VIP Sample send outs via Outlook Messenger and Fashion GPS.
- Organized new Sample Closet by hanging garments by season, department and accessories.
- Re-shelved important news articles and magazines of editorials, ads and cover pages of brand; in chronological order and by publication.
- Learning and given new responsibilities each week to further my knowledge of the brand and expand my assistance to the department as a whole.

Freelance Sales Support Specialist - January, 2018 to Present

24 Seven Talent - New York, NY

- Inspected floor displays, noted missing items, and replenished merchandise as soon as possible.
- Visual Merchandising support, updating floor layout for new season/collections, changing mannequins for window displays, assist with inventory counts.
- Accepted delivered packages, verified products, and double-checked delivery totals to keep system records current and accurate.
- Stocked merchandise, clearly labeling items, arranging them by size or color, and putting together attractive displays each
- Hired by luxury brands such as Gucci, YSL, Diesel, Dolce&Gabbana, Loro Piana and Ralph Lauren.

Fashion Stylist Assistant - May, 2018 to Present

Looks By Lunden - New York, NY

- Freelance fashion styling assistant to celebrity stylist Lunden (Looks by Lunden)
- Dresser and assistant stylist during NYFW: The Confessional Showroom Fashion Show, various photos shoots and music videos
- Assist in creating mood boards for show production, organizing racks with models photos, looks and accessories.
- Steaming, folding, going over last looks before models hit the stage.
- Sending out press kit emails to potential clients, creating social media posts and reels of previous events.

International Merchandising Assistant - August, 2021 to May, 2022

Authentic Brands Group - New York, NY

- Attended bi-weekly and monthly meetings with production, merchandising and buying team to ensure best value price from international vendors.
- Answered an average of 25-35 emails, per day, responding to vendor inventory inquiries, resolving problems, and informing vendors on approved licensed designs.
- Communicated with international manufacturers and vendors in order to secure the best possible prices for apparel and accessories.
- Used AS400 to update all incoming samples and internal inventory, used teckpack to review details of licensed designs by vendors.
- Created spreadsheets and power points presentations on behalf of the international merchandising department.

Fashion Intern - February, 2021 to October, 2021

Laquan Smith - Queens, NY

- Open communication between Purple PR and myself to facilitate sample requests, shipments and returns from celebrity clients, stylists and creative directors.
- Managed the Fashion GPS account, by tracking all samples, updating returns and send outs.
- Organized the showroom and created spreadsheets of products and raw materials purchased to keep inventory balanced.
- Assisted with the production of Fall 2021 fashion show located at The Empire State Building (1st and only African American Designer to showcase at the Empire State Building for NYFW) by assisting organizing model castings, fittings, and fabric sourcing.
- Creative Director Assistant Credit on LaQuan Smith Fall '21 NYFW promotional video.

Brand Ambassador - April, 2018 to March, 2022

Encore Nationwide - New York, NY

- On-site activation including set up of merchandise display, sample preparation and breakdown of activation display.
- Raised brand awareness by handing out sample products, branded promos and special offers to consumers; executing the program within approved framework
- Engage, instruct and inspire consumers about brand through natural conversation
- Able to lift/carry/push 50-60 poun
- Communicated product value, quality, and style to educate and entice potential customers.

Stock Associate - April, 2017 to November, 2019

Gucci - New York, NY

- Worked with members of the sales team to keep track of inventory levels, complete accurate orders, and resolve item issues.
- Accepted delivered packages, verified products, and double-checked delivery totals to keep system records current and accurate.
- Provided detailed product information and answered customer questions.
- Demonstrated strong communication skills as well as an understanding of the requirements for processing packing slips.