



CATHERINE MOTTERN



ATLANTA
GEORGIA



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CATHERINEMOTTERN.COM

PROFILE

- Fashion Merchandising major
- Seeking career opportunities post graduation
- Driven and passionate
- Thrives in a creative environment

EDUCATION

AUGUST 2016-MAY 2020

UNIVERSITY OF GEORGIA- ATHENS, GA

- Bachelor of Science in Family and Consumer Sciences, Fashion Merchandising
- GPA: 3.5/4.0

EXPERIENCE

SEPTEMBER 2020-PRESENT

STEVE MADDEN, OUTLET SHOPPES OF ATLANTA
SHOE STYLIST

- Maintains high level of product knowledge to best assist customers and drive sales
- Consistently meets goals for sales, UPT, and SPH
- Provides customers with excellent customer service while offering suggestions on merchandise to increase purchases
- Assists with floor moves, merchandising, and displays
- Organizes stockroom efficiently to best help associates find correct product and avoid a missed sale

LEADERSHIP EXPERIENCE

AUGUST 2017-NOVEMBER 2018

ALPHA PHI INTERNATIONAL FRATERNITY
VP OF RISK MANAGEMENT

- Elected into inaugural role by a Chapter of 180 members to manage Chapter safety and social events calendar
- Managed budget of \$46,000
- Organized social events for the Chapter, including contacting venues and vendors, signing contracts, mailing checks, and planning the layout of the event
- Created first Risk Management Plan for the safety of the Chapter members, utilizing international organization policies and resources
- Wrote Bylaws for the Chapter
- Served as lead Officer for disciplinary action for the Chapter

CAMPUS INVOLVEMENT

AUGUST 2019-MAY 2020

STUDENT MERCHANDISING ASSOCIATION
STYLING COMMITTEE

- Collaborated with committee members to create vision board for Spring 2020 look book
- Partnered with local boutiques to style models for the Spring 2020 look book

RELEVANT COURSEWORK

- Merchandising, Marketing, Textiles, Global Sourcing, Apparel Design Studio, Trend Forecasting, Brand Management, Retailing Apparel and Textiles, Retail Planning and Buying, Visual Merchandising, Public Relations

SCHOLARSHIPS

2016-2017

HOPE SCHOLARSHIP

University of Georgia

Maintaining above a 3.0 GPA

2017-2020

ZELL MILLER SCHOLARSHIP

University of Georgia

Maintaining above a 3.3 GPA