

Anna Jean Fox - Corporate Resume

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Dallas, TX (Open to Relocation)

WORK EXPERIENCE

Fossil Group | Marketing Coordinator Global Luxury Brands

November 2023-Present

- Support the Integrated Marketing Team by running the day-to-day execution of promotional and seasonal campaigns and assisting in planning of future campaigns
- Work in tandem with cross-functional teams to facilitate successful marketing campaigns inclusive of CRM, website, promotions, media, influencers, PR, and creative teams
- Own the marketing calendars (GTM, creative timelines) for campaign timing and deadlines
- Assist with developing creative marketing briefs for omni-channel execution
- Stay up to date with competitive environment and marketing landscape to translate those into proactive, actionable recommendations / ideas for the business
- Help with weekly, monthly, and quarterly reporting data pulls, gathering insight from our current and past marketing efforts
- Own and submit all necessary Workfront jobs (project management tool)
- Traffic creative assets to digital marketing team, wholesale accounts
- Develop and maintain standards guide sites for both MICHELE & Zodiac

Fossil Group | Marketing Coordinator Global Portfolio Brands

June 2023-November 2023

- Establish and maintain strong and collaborative partnerships with our licensors, including Giorgio Armani, Kate Spade New York, Donna Karan New York, and Tory Burch
- Partner with in-house merchandising teams to create compelling seasonal content and build out seasonal content calendars
- Coordinate seasonal graphic refreshments for digital enhancements, OOH marketing, point of sale assets, and press releases
- Collaborate with Fossil Group's PR agency to secure organic seeding opportunities with influencers and PR teams
- Manage and distribute samples for licensor teams, PR social events, and influencer partnerships
- Track and report on marketing industry trends, fashion industry trends, and popular social media best practices and innovations

Fossil Group | Michele Merchandising & Trend Forecasting Intern | Remote

Fall 2022-Spring 2023

- Create organized reports based upon competitive findings and pricing in the marketplace to guide brand strategy
- Write and produce sales directional videos for department sales accounts including Niemen Marcus, Nordstrom, Saks Fifth Avenue, and Bloomingdales
- Research and report upon trends in the fashion industry weekly; competitors, marketing, and future trend analysis
- Collaborate in reporting global trends in business, finance, the fashion industry, and sustainability to distribute to global creative teams for inspiration and insight

Fossil Group | Skagen Merchandising Intern | Dallas, TX

Summer 2022

- Monitor Skagen Watches performance on a weekly and monthly basis
- Create Ad Hoc reports and analyzed the data through pivot tables
- Share business findings with the global team and suggest strategies based on findings
- Build and maintain Go-To-Market and merchant tools for the global and regional teams
- Research and analyze trends to create weekly reports for the team
- Embrace Skagen's Sustainability and Equity pillars to make strategic decisions
- Proactively participate in cross-functional teams' activities such as the Trend Inspiration Lab for all Fossil brands
- Assist in the set-up of the Trend Inspiration Lab, including fixture creation, merchandising, and reporting the trends - Met with leaders and executives to strengthen networking and build brands knowledge
- Researched, created, and presented a Skagen Collaboration project to fulfill whitespace within the company

Meijer | Men's Merchandising Intern | Remote

Summer 2021

- Created and developed the first gender-neutral own brand for Meijer Superstores
- Collaborated weekly with vendors on product assortment, pricing strategies, and marketing techniques
- Performed a digital survey with over 700 respondents to gather and interpret data to guide business strategy
- Shadowed mentor daily to learn to review weekly sales reports, how to work with vendors, and choose merchandise for next season

Stitch Fix | Stylist | Remote**March 2021-January 2022**

- Create and style personal fixes for 7 clients per hour
- Maintain relationships with over 100 clients for continuous styling and relationship building
- Meet monthly with styling lead and team to review personal styling success metrics and areas for improvement
- Meet weekly with styling team and lead to brainstorm new creative styling advice and refresh skills

Loft Ann Taylor | Retail Sales Lead | Minnesota and Ohio**2019-2021**

- Responsible for opening and closing store independently, key holder
- Participate in conference calls with District Manager and 12 other Midwest district stores to brainstorm creative credit earning ideas and review sales goals
- Independently analyze sales and credit statistics to set goals for the team
- Motivate team to reach daily credit and sales goals
- Responsible for new store set; product placement, design, and layout
- Help run district Instagram: create outfits, find shoot locations, and model in photos
- Manage difficult customer situations to find a resolution

Caribou Coffee | Wisconsin**2017 – 2019**

- Sole responsibility for all aspects of running the store
- Responsible for leaving a clean store
- Duties included making drinks, taking orders, stocking the front, and unloading delivery truck of merchandise

Dairy Queen | Cook | Wisconsin**2015-2017****EDUCATION****Kent State University | Bachelor of Science****May 2023****Fashion Merchandising**

- Honors College Student / GPA: 3.81 / President's List 2019, 2020, 2021, 2022
- Study Away in Florence, Italy at Kent State University Florence
- Related coursework: Product Development, Fashion Technology, Fashion Visuals, Fashion Fabrics, The Luxury Market, Fashion Apparel Analysis, Fashion Retail Industry, Fashion Merchandising Planning & Buying, Fashion Marketing

January – May 2022**Marketing**

- Related coursework: Business Finance, Operations Management, Professional Selling, Marketing Applications, Consumer Behavior, Supply Chain Management, International Marketing, Marketing Policy & Strategy, Social Media Management

INVOLVEMENT

Delta Sigma Pi Professional Business Fraternity (2019/2020) | Brainchild Magazine: Marketing Coordinator and Social Media Manager (2020-2021) | College Fashionista Community Member 2019-present

SKILLS & ABILITIES

Dependable | Strong leader | Project management and collaboration | Demonstrated creative problem solver | Proficient in: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Express, Microsoft Word, Microsoft Excel, Google Sheets, Google Suite