

MARIA A. NEYMAN
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SUMMARY

I am a dynamic, creative, strategic and collaborative aspiring marketer, brand and product strategist. In my 5+ years in retail management, buying and merchandising, I have consistently increased business performance by developing data driven plans in conjunction with holistic visual strategies to elevate customer experience. During my time at NYU Stern, I focused on marketing and strategy in my coursework, extracurricular activities and internships, finessing my client facing, research, analytical, and strategic thinking skills. I am driven, thrive in fast-moving environments and strive to continually grow as an individual. Through collaboration and my unique perspective that combines creativity and business acumen, I will help continue to elevate and grow your strategies.

EDUCATION

NEW YORK UNIVERSITY Leonard N. Stern School of Business New York, NY
Master of Business Administration, May 2017
Specialization: Marketing, Strategy and Leadership and Change Management

- VP Marketing and PR – Luxury and Retail Club
- Mentor – Graduate Marketing Association
- Teaching Fellow – Marketing

ACADEMY OF ART UNIVERSITY San Francisco, CA
Bachelor of Fine Arts, Fashion Merchandising, *Cum Laude*, May 2011

- Presidents Honor Roll, 2006 - 2011
- Head Hostess – AAU Fashion Show
- Designed and installed AAU holiday windows

WORK EXPERIENCE:

2016-2017 **CAKE & ARROW** New York, NY
Account Strategy Intern

- Secured new client by working with cross-functional teams to develop and execute an exceptional RFP response
- Developed internal core strategies through collaboration with marketing, account and business development teams
- Performed in depth industry research and analysis to support new business growth

2016-2016 **NETAROUND INC** New York, NY
Summer Marketing Intern

- Developed launch strategy through market sizing, segmentation and analysis of demo and psychographic data
- Created and executed promotional beta-test event including writing copy, securing vendors, one-on-one participant outreach and surveys
- Integrated 2 additional app features by performing user testing and research in collaboration with UX/UI teams

2013-2015 **URBAN OUTFITTERS** Palo Alto, CA
Store Merchandising and Visual Manager

- Elevated store to the #1 sales volume in the district through developing and executing product and visual strategy by interpreting corporate seasonal messaging directives in conjunction with store's customer profile, business trends and physical environment including managing visual team, display budget, detailed fixture and product mapping of sales floor
- Increased quarterly sales by 7% on average in partnership with Store Manager by developing operational strategies through analysis of a variety of sales data, key performance indicators, and store resources, resulting in multiple sales bonuses
- Secured additional payroll and visual budgets by leading corporate team store walkthroughs speaking to analysis of business, manpower development and future visual and product strategies
- Boosted traffic conversion by 88%, reduced store shrink by 12% and created a variety of internal promotion opportunities through developing multiple visual and operational training initiatives

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WORK EXPERIENCE

- 2011-2013 **URBAN OUTFITTERS** San Jose, CA
Women's Apparel Manager Berkeley, CA
Women's Apparel Manager, Women's Accessories Manager
- Assumed additional Store Manager responsibilities through demonstrating a high level of organization, leadership, global thinking and adaptability by overseeing department team of 30-60, developing and executing department visual and business strategies through analysis of business performance, manpower and resources
 - Developed colleagues in their leadership and business skills by creating and executing training initiatives as acting District Department Manager Mentor
 - Created long and short term strategies through analysis of business data, customer trends and corporate brand messaging in collaboration with Store Manager and Store Merchandiser to lead corporate walkthroughs resulting in multiple promotions
- 2010-2011 **BEAR BASICS INC.** Berkeley, CA
Apparel Buyer and Assistant Store Manager
- Increased apparel sales by 24% through strategic buying including managing open-to-buy, markdowns, vendor relations, increasing new partnerships and merchandising and visual display
 - Boosted customer satisfaction and employee development by partnering with Store Manager to develop operational and visual strategies and hiring and training initiatives
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ADDITIONAL

Microsoft Office
Adobe Creative Suite

INTERESTS

Painting - Illustrating - Fashion - Hiking - Skiing - Travel