



ELIZABETH ANNE BOYLE

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EXPERIENCE

RETAIL OPERATIONS DEPARTMENT MANAGER

ModCloth, Inc. // Austin, TX // 10/2016 - 08/2017

- Contributed to the development, planning, and setup of ModCloth's first permanent brick-and-mortar store, including the conceptualization and implementation of operational policy and procedures.
- Drove the offline retail and customer experience through hands-on leadership and the development of future store initiatives; Acted as product and subject matter expert to lead in-store team members on the overall customer experience including brand, product, and visual standards. Was responsible for managing team scheduling, training, and on-boarding processes; Provided constructive feedback, resolved concerns, and took disciplinary action as needed.
- Lead all product deliveries and product processing; Partnered with Planning & Buying teams to analyze product performance, provide feedback, and develop strategies for future deliveries.
- Defined and implemented operational standards, product processing strategies, and inventory management best practices for future offline expansion.

RETAIL OPERATIONS SPECIALIST, VISUALS LEAD

ModCloth, Inc. // San Francisco, CA // 09/2015 - 10/2016

- Supported the execution of the ModCloth "IRL" initiative by opening temporary stores in: San Francisco, Austin, Washington D.C., Portland, Denver, and Pittsburgh. Contributed to the planning, setup/breakdown, inventory management, and leadership for each location and exceeded sales goals for each event.
- Established effective partnerships with local staffing resources, and trained temporary staff to meet brand standards within limited timeframes. Lead by example as MOD and facilitated consistent, exceptional customer experiences in fast-paced and high-trafficked environments.
- Collaborated with the corporate Visuals team on the execution of in-store merchandising stories and floor sets. Ensured store appearances and visual standards were consistent to the brand image.

ASSISTANT MERCHANDISER

Avenle Clothing Co. // Benicia, CA // 06/2014 - 08/2015

- Researched trends, and aided buying decisions to fit brand aesthetic and price point. Tracked metrics, contributed to pricing and marketing strategies, and interpreted web analytics to extract meaningful themes.
- Collaborated creatively by: designing and installing sets for photoshoots, coordinating product styling on models and for flat-lays, creating product descriptions, and spearheading the Blogger Collaboration Program.

RETAIL & VISUALS INTERN

Wilkes Bashford // San Francisco, CA // 09/2013 - 01/2015

- Collaborated with the Visual Director on window displays, assisted prop creation, revamped in-store set-ups and fixtures, installed vinyl signage, implemented product merchandising, and aided fashion show productions.

EDUCATION

FASHION MERCHANDISING, BACHELOR OF FINE ARTS

Academy of Art University // San Francisco, CA // 09/2012 - 05/2015

- Cum Laude
- Student Representative; 2014 -2015

SKILLS

Oracle Inventory, Square Analytics, Microsoft Office, Apple iWorks, Google Drive, Adobe InDesign & Illustrator, Visual Merchandising, Prop Fabrication, Window Displays, Mannequin Styling, Set Design.