

# RAHA AZADRAD

Los Angeles, CA 90004

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## **SUMMARY:**

A creative, enthusiastic, and organized professional with the following skills:

- Microsoft Word/Excel/Outlook/Power Point, Adobe Illustrator, Photoshop, and Web PDM
- Retail Math and Merchandising
- Assortment Planning and Purchasing
- Marketing and Brand Development
- Knowledge of Apparel, Pre-Production, and Production Process
- Trend Forecasting and Design Application
- Pattern Making and Garment Construction
- Textile Knowledge and Application
- Line Development
- Production and Sourcing
- Tech Packs and Spec Sheets
- Technical Flat Sketching and Computer Aided Design

## **EXPERIENCE:**

### **Buyer/Private Label Developer**

**01/13 – 01/16**

Daily Look, Los Angeles

- Selected product assortments for all seasonal and monthly deliveries based on financial analysis, historical data, plans, seasonal trends, and channel needs while maintaining the company's desired image
- Managed and maintained all clothing categories, an inventory of over 10,000 SKUs
- Oversaw all aspects of private label development, suggesting design concepts, making fabric selections, revising fit, approving samples, and working closely with third party production teams to ensure timely completion of processes
- Formed close relationships with vendors and showroom sales reps and frequently communicated with them regarding re-orders, best sellers, recommendations, and customer/sales trends
- Exhibited strong team player skills by working closely with marketing, photography, and styling department to take appropriate action to capitalize or plan and react to potential shortfalls
- Researched current and past business performance to develop strategies that maximize business
- Created and implemented several organizational practices and initiated partnerships with related departments to ensure timely deliveries and accurate record keeping

### **Retail Merchandiser/Manager**

**01/12 – 01/13**

Fashion Nova, Northridge/Woodland Hills/Burbank

- Managed and trained a staff of 10
- Increased sales by 20% within the first month of employment
- Responsible for visual design (window display, store layout, and organization) of 6 locations
- Planned, developed, and presented merchandise assortments geared for diverse market segments to broaden market profile
- Worked closely with buyer on restructuring brand image to achieve target objectives
- Reported directly to owner regarding customer demands, consumer trends and best sellers
- Shopped the market weekly and compiled competitive analysis data
- Resolved difficult customer relation issues while maintaining a positive image for the company

### **Leasing Coordinator/Resident Relations**

**11/07 – 01/12**

Aimco Property Management, Los Angeles

- Displayed diplomacy and tact while effectively communicating with customers of varied personalities and diverse backgrounds
- Demonstrated accuracy and attention to detail when handling legal contracts and monetary duties during lease signing and orientation process
- Managed timecard entry and payroll for a staff of 30
- Handled customer relations, complaints, and lease changes
- Ability to work under pressure and quickly adapt to corporate restructuring
- Trained an average of 5 employees per year on fundamentals to ensure success during their introductory period

## **EDUCATION:**

**FIDM/Fashion Institute of Design and Merchandising, Los Angeles**

Associate in Merchandise Product Development Degree, Cum Laude, fall 2013

**Los Angeles Valley College**

General Studies, spring 2000 -2002

**ADDITIONAL INFORMATION:** FIDM President's Honor Roll Student

**References available upon request**