

# Madison Smith

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## PROFILE SUMMARY

As an Apparel Design and Merchandising graduate, I'm seeking an employment opportunity in the San Francisco fashion industry. I am a passionate creative who seeks any and all outlets to design and merchandise, learn from the industry, and develop my skills through experience. I am heavily inspired by vintage apparel and alternative fashion and their applications in modern sustainable textiles and designs. Additionally, I hold a strong interest in the fusion of fashion and technology to create fresh concepts.

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## KEY COMPETENCIES

Visual and retail merchandising  
Retail Management  
Retail buying, sales, and customer service  
Website/e-commerce development, implementation, and operation  
Technical flat sketching and tech pack development  
Proficiency in Microsoft Office, Adobe Illustrator and Photoshop  
Screen printing on textiles and paper

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## PROFESSIONAL EXPERIENCE

<b>Buffalo Exchange, San Francisco, CA</b>	<b>December 2024 - January 2026</b>
Associate Store Manager	August 2025 - January 2026
<ul style="list-style-type: none"><li>• Responsible for fostering a healthy and exciting workplace</li><li>• Develop employees through hands-on training to meet their career track goals</li><li>• Plan daily tasks and projects to ensure weekly goals are met</li><li>• Oversee staff, inventory, and customer service</li></ul>	
Buyer	December 2024 - July 2025
<ul style="list-style-type: none"><li>• Selected and priced a wide variety of unique clothing at the best cost, quality, and desirability</li><li>• Created relationships with sellers and customers alike while providing an overall outstanding store experience</li><li>• Style customers and mannequins in contemporary trends and distinct one-of-a-kind pieces</li><li>• Knowledge of current fashion trends, brands, and retail and resale price points</li></ul>	
<b>Crossroads Trading Co., San Francisco, CA</b>	<b>June 2022 - September 2023</b>
Retail Sales Associate	
<ul style="list-style-type: none"><li>• Visually merchandised all areas of the store, curated wall pieces, assembled coordinated racks</li><li>• Styled customers and mannequins in dynamic and unique outfits</li><li>• Ability to work in teams to problem-solve and ensure streamlined and efficient business hours</li></ul>	
<b>Zumiez, Mission Viejo, CA</b>	<b>November 2020 - June 2021</b>
Retail Sales Associate	
<ul style="list-style-type: none"><li>• Taught how to style customers (ages 15-25) in alternative and skate clothing</li><li>• Built lasting relationships with clientele</li><li>• Recognized several times by management for accumulating large sales and ability to upsell</li></ul>	

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## EDUCATION

<b>San Francisco State University, San Francisco, CA</b>	<b>December 2024</b>
Bachelor of Science, Apparel Design and Merchandising (double major)	