

# Madison Smith

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San Francisco, CA 94110

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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

### Buffalo Exchange, San Francisco, CA

December 2024 - January 2026

Associate Store Manager

August 2025 - January 2026

- Responsible for fostering a healthy and exciting workplace
- Develop employees through hands-on training to meet their career track goals
- Plan daily tasks and projects to ensure weekly goals are met
- Oversee staff, inventory, and customer service

Buyer

December 2024 - July 2025

- Selected and priced a wide variety of unique clothing at the best cost, quality, and desirability
- Created relationships with sellers and customers alike while providing an overall outstanding store experience
- Style customers and mannequins in contemporary trends and distinct one-of-a-kind pieces
- Knowledge of current fashion trends, brands, and retail and resale price points

### Crossroads Trading Co., San Francisco, CA

June 2022 - September 2023

Retail Sales Associate

- Visually merchandised all areas of the store, curated wall pieces, assembled coordinated racks
- Styled customers and mannequins in dynamic and unique outfits
- Ability to work in teams to problem-solve and ensure streamlined and efficient business hours

### Zumiez, Mission Viejo, CA

November 2020 - June 2021

Retail Sales Associate

- Taught how to style customers (ages 15-25) in alternative and skate clothing
  - Built lasting relationships with clientele
  - Recognized several times by management for accumulating large sales and ability to upsell
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## EDUCATION

San Francisco State University, San Francisco, CA

December 2024

Bachelor of Science, Apparel Design and Merchandising (double major)