Madison Smith

(949) 444-1557 · missmadismith@gmail.com · agirlnamed.com
San Francisco, CA 94110

PROFILE SUMMARY

Merchandising professional with experience in product development, retail buying, merchandise design, and retail operations. Proven ability to support interdisciplinary teams, manage product samples and assortments, analyze consumer preferences, and deliver exceptional customer experiences. Combines creative problem-solving with strong organizational skills and a deep understanding of apparel merchandising, fashion trends, and brand storytelling. Brings a unique perspective shaped by experience across both customer-facing retail environments and corporate merchandising functions.

KEY COMPETENCIES

Sample coordination and management

Proficiency in Microsoft Office, Adobe Illustrator and Photoshop, PLM Systems, and BOM Systems

Retail Management

Retail buying, sales, visual merchandising, and customer service

Website/e-commerce development, implementation, and operation

Technical flat sketching and tech pack development

Garment construction and screen printing

PROFESSIONAL EXPERIENCE

Levi Strauss & Co., San Francisco, CA **August 2026- Present**
Merchandise Coordinator

- Own BOM packaging and imagery for Tier 3 Lot 300, Lot 700, and Icon categories
- Manage sample organization, tracking, and distribution across seasonal assortments
- Support the Global Women's Bottoms team with PLM maintenance
- Coordinate samples for photoshoots, reviews, and key merchandising milestones

HUGG Magazine and Productions, San Francisco, CA **January 2026 - Present**
Merchandise Designer

- Create merchandise collections that translate editorial themes into marketable products
- Collaborate with the EIC and visual team to ensure cohesive branding across all channels
- Develop merchandise concepts from ideation through production
- Support magazine release events, including runway coordination

Buffalo Exchange, San Francisco, CA **December 2024 - January 2026**
Associate Store Manager August 2025 - January 2026

- Responsible for fostering a healthy and exciting workplace
- Developed employees through hands-on training to meet and exceed their career track goals
- Planned daily tasks and projects to ensure weekly goals and long-term milestones are met
- Oversaw 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 while providing a memorable store experience
- Style customers and mannequins in contemporary trends and distinct one-of-a-kind pieces
- Knowledge of current fashion trends, top-selling brands, and retail and resale price points

EDUCATION

San Francisco State University, San Francisco, CA **December 2024**
Bachelor of Science, Apparel Design and Merchandising (Double Major)