

# Sarah Carlson

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Styles of Sarah: Heart and Seoul [www.stylesofsarah.com](http://www.stylesofsarah.com)

## EDUCATION

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### University of Delaware

*Bachelor of Science in Fashion Merchandising, Minor in International Business Studies*  
GPA: 3.87, Dean's List: Fall 2018–Spring 2021

Newark, DE  
Spring 2022

## EXPERIENCES

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### Kohl's Corporate

*Summer 2021 Remote Buying Office Intern: Kitchen Electrics*

Menomonee Falls, WI  
June 2021–August 2021

- Analyzed historical sales and presented Best Seller and Strategy projects to recommend allocation practices

### Christian Dior Couture

*2021-2022 Women@Dior Mentee*

New York, NY  
April 2021–Present

- Devise community initiatives for Dream for Change Project as one of 25 mentees invited to join American mentorship cohort

### SouthHaus: B2B E-Commerce Development Startup

*Spring 2021 Remote Customer Analytics and Product Performance Intern*

Wilmington, NC  
January 2021–May 2021

- Exported Shopify partner reports to evaluate purchase attribution metrics and conduct basket analyses for B2B partners

### Suitably: DTC Womenswear Startup

*Summer 2020 Remote Marketing Intern*

New York, NY  
June 2020–August 2020

- Increased June 2020 organic rank to seven on Google search engine results pages and facilitated execution of referral traffic

### Fashion Revolution: Nonprofit Organization

*Spring 2020 Remote Student Ambassador and 2020 Global Webinar Presenter*

Kendall Park, NJ  
April 2020

- Chosen to present case study on sustainability targets and publish "Rethinking Fashion Weeks" on non-profit's website

## ORGANIZATIONS

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### Kappa Alpha Theta Zeta Tau, University of Delaware

*Circle of Sisterhood Foundation Chapter Representative*

Newark, DE  
April 2019–Present

- Coordinate chapter involvement goals and introduce new members to leadership opportunities

### UDRESS Magazine, University of Delaware

*Executive Website Coordinator [www.udressmag.com](http://www.udressmag.com)*

Newark, DE  
October 2018–Present

- Lead start-to-finish process of building new website by streamlining action between website administrator and print team
- Launched website via WordPress CMS, installed theme and plugins, published 20 pieces
- Initiated rebooting previously dormant website and setting up meetings with E-Board to establish online team

### National Retail Federation Foundation, University of Delaware

*Student Ambassador*

Newark, DE  
January 2019–March 2020

- Served as liaison for connecting students with retailers and leading university panels

## AWARDS

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### National Retail Federation Foundation 2021-2022 Next Generation Semifinalist

May 2021

- Earned top-25 semifinalist score for submissions in retail essay, personal brand video, two letters of recommendation

### 2020 Fashion Scholarship Fund Finalist

January 2020

- Achieved top-eight finalist score out of 648 applicants for analytics case study; presented case study to senior executives

### National Retail Federation Foundation Rising Star Scholarship Recipient

January 2019

- Voted as Rising Star Scholarship recipient by Department of Fashion and Apparel Studies to attend 2019 Student Program

## SKILLS

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- EDW Data Warehouse, Excel, Google Analytics, KP2 Inventory Management, PA Order Allocation, WordPress, Shopify