


ALLISON CARNER

STYLING AND MERCHANDISING

 (440) 821- 1678

 allie.carner@gmail.com

 Bowling Green, OH

SKILLS

- Competitive and White Space Analysis
- Photoshoot Set Development
- Flat Lay Styling
- Product Portfolio Management
- Teamwork and Collaboration
- Trend Forecasting
- Photoshop, PowerPoint, Excel, & Social Media Platforms

EDUCATION

BACHELOR OF ARTS (B.A)

Fashion Merchandising and Product Development Candidate with a minor in Marketing and a minor in International Business

Bowling Green State University,
Bowling Green, OH

Expected Graduation April 2024

TEACHING ASSISTANT

- **Class: Fashion Styling**

EXPERIENCE

PHOTO STYLIST INTERN

Bass Pro Shops Base Camp | Springfield, MO

June 2023- August 2023

- Responsible for flat lay styling to best represent products and bring creative direction to life.
- Assisted with in-studio and on-location photoshoots, helping organize outfits, products, and creation of set building.

MERCHANDISING INTERN

Bass Pro Shops Base Camp | Springfield, MO

May 2023- August 2023

- Created “go-by’s”, a presentation analyzing competitive product images in visually tougher categories to inform future photoshoot needs and direction. .Managed product portfolio including SKU creation and attribution to ensure accurate representation of products on website.
- Identified white space in women’s and kid’s assortments and over assortment in men’s through development of competitive and sales performance analysis.
- Projected reorders using web-based system and participated in weekly cross-functional forecast reviews.
- Participated in weekly vendor meetings, creating vendor report card and sharing point of view on product.

SALES ASSOCIATE

Athleta | Perrysburg, OH

November 2021- Present

- Promoted benefits of store credit cards or customer loyalty programs to encourage repeat business.
- Styled outfits for customers in fit studio to encourage add on purchases by using trend knowledge.
- Merchandised store with each new floor set to more effectively display new product.
- Styled models for a fashion show showcasing Athleta products.

ORGANIZATIONS

NRFSA- National Retail Federation Student Association

Wood County Dog Shelter