

# LILY PROSTIC

## EDUCATION

### Polimoda

Digital Strategies for Fashion  
October 2023 - June 2025  
Florence, Italy  
*\*Program Representative*

### Parson's School of Design

Fashion Merchandising  
June 2023 - June 2023  
New York City, USA

### Latin School of Chicago

September 2017 - June 2021  
Chicago, USA

## COURSEWORK

Digital Strategic Planning  
Fashion Journalism  
Fashion Retail Operations  
Fashion Market Research  
3D and Graphic Design  
Fashion Merchandising

## SKILLS

### Hard

Visual Merchandising • Fashion Styling • Fashion Marketing • Creative Writing  
• Microsoft Office: Excel • Adobe Creative Suite: Ps, ID • Figma: UI/UX Prototyping  
• English (Maximum Proficiency)

### Soft

Creative Problem Solving • Interpersonal Communication • Leadership and Team Development • Analytical and Critical Thinking • Organization • Customer Service

## PROFILE

Aspiring digital strategist for fashion with two years of experience in retail merchandising, operations, and management. Proficient in visual merchandising, inventory organization, and customer service. Currently pursuing a degree in Digital Strategies for Fashion at Polimoda, with a strong passion for integrating innovative digital solutions within the fashion industry.

## EXPERIENCE

March 2022 - May 2023

### Assistant District Merchandiser

Banner's Hallmark, Washington DC

- » Oversaw day-to-day operations and inventory management for multiple retail locations at a chain of 75 gift/greeting card stores, managing staff and overseeing store operations as needed
- » Developed and documented operational procedures to standardize store processes and enhance efficiency.
- » Provided training and guidance to store staff on new procedures and best practices.
- » Led store remodel projects, coordinating with contractors and ensuring minimal disruption to operations.

September 2021 - March 2022

### Assistant Merchandiser

Banner's Hallmark, Washington DC

- » Implemented visual merchandising strategies to optimize product presentation and streamline inventory restocking processes.
- » Managed both digital and physical organization of merchandise and displays for optimal customer engagement.
- » Created engaging content for social media platforms to promote products and increase brand visibility.
- » Conducted product photography sessions to produce high-quality images for online and print materials.
- » Provided top-tier sales and customer support, expertly applying cross-selling and upselling strategies to maximize average transaction value.