

# Regina K. Salerno

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## FASHION MERCHANDISING & MARKETING

Strengths: Communication | Relationship Building | Time Management | Team Projects | Cross-Functional Collaboration | Multitasking

Technology: Microsoft Office Suite: Word, Excel, PowerPoint | Adobe Creative Suite: Photoshop, Illustrator | Canva

Collaborative, creative, and diligent individual with a solid foundation in the principles of visual merchandising, market trends, and brand messaging gained through in-depth coursework, hands-on workshops, internship experience, and employment. Well versed in social media strategies, styling practices, and ecommerce with a strong interest in buying, merchandising, and consumer behavior. Background includes organized work habits, a meticulous approach to every project, and a proven ability to identify emerging trends, create mood boards, and develop innovative strategies to integrate fashion merchandising with broader marketing initiatives.

### ----- Areas of Training & Experience -----

- Digital Content Creation
- Social Media Management
- Retail Operations Support
- Trend Analysis & Forecasting
- Customer Service & Relations
- Window & In-Store Display Creation
- Retail Marketing Strategies
- Apparel Analysis
- Personal Styling

## EDUCATION

GEORGIA SOUTHERN UNIVERSITY, Statesboro, GA

May 2024

B.S. in Fashion Merchandising and Apparel Design | Emphasis in Merchandising GPA: 3.5

### Academic Honors

Dean's List (2022) | President's List (2023, 2024) | HOPE Scholarship Recipient

## INTERNSHIP EXPERIENCE

NAVANO APPAREL (Remote Internship – Global Fashion Athleisure Clothing Company)

Spring 2024

### Fashion Merchandising & Marketing Intern

- Contributed to Navano's social media platforms and strong influencer program, creating engaging social media content, including high-quality product videos and fashion-focused posts, which resulted in a significant boost to online audience engagement.
- Credited with introducing creative social media strategies with the CEO noting skills in bringing "fresh perspectives to cross-functional discussions and elevating the brand's image through innovative video content and styling projects."
- Effectively collaborated with Marketing, SEO, and Strategy interns, integrating fashion merchandising insights into marketing initiatives to enhance brand cohesion, including the introduction of a unisex category.
- Conducted market research, assisted with product sourcing, and developed thorough and visually appealing market trend reports / presentations, delivering actionable insights to cross-functional teams and stakeholders.
- Successfully identified emerging athleisure trends and aligned them with brand vision, suggesting innovative and commercially viable product ideas to the development pipeline.

## EMPLOYMENT EXPERIENCE

AMERICAN EAGLE OUTFITTERS, Buford, GA

Brand Ambassador

Summer 2024

- Worked with customers to assess needs, leveraging an eye for aesthetics to make recommendations and ensure fit while engaging and maintaining consistency with the in-store customer journey with brand standards.
- Collaborated with visual managers to support floor layout, plan-o-gram implementation, and the roll-out of product placement.
- Gained insight and experience in retail store operations including inventory control, loss prevention, return authorizations, regional allocation strategies, seasonal trend statements, and creative display merchandising.