



Miami, FL 33131



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LinkedIn

## KEY SKILLS

- Trend forecasting
- Personal styling
- Seasonal merchandising

# Chloe Martinez

## Fashion Sales Associate

Fashion sales associate with five years' experience in trend forecasting, personalized styling, and seasonal merchandising in fast-fashion and boutique environments.

## PROFESSIONAL EXPERIENCE

### FASHION SALES ASSOCIATE

ZARA, MIAMI, FL | FEBRUARY 2018 – PRESENT

- Drove a 20% increase in seasonal collection sales through trend-aligned recommendations.
- Organized floor resets each season, improving new-arrival visibility by 30%.

### STYLIST ASSISTANT

URBAN OUTFITTERS, MIAMI, FL | JUNE 2015 – JANUARY 2018

- Assisted in personal styling sessions, achieving a 95% client satisfaction rate.
- Supported visual merchandising for 50+ SKUs per season.

## EDUCATION

### BA in Fashion Merchandising

Florida International University, Miami, FL | May 2015