

Ashley Chase

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SUMMARY OF QUALIFICATIONS

Recognized as a highly capable, experienced, and personable executive, skilled in multiple facets of design, production, management, and sourcing. Considered a fast learner and one who is able to assimilate in a variety of environments and easily adapt to changing priorities.

EXPERIENCE

Ashley Chase Freelance

May 2008 – Present

Supervised and coordinated planning, and field operations in partnership with various teams: International, national, E-commerce, and local businesses and projects. Directed, managed and/or worked independently in conceptualizing vision, researching market and trends, designing product, plan-o-grams and layouts, while also overseeing production management, and presenting upcoming season merchandise to buyers.

Responsibilities:

- Conceptualize ideas with business owners, planned timelines, and managed flow of projects, while overseeing employees/ contractors and/or product launches.
- Create and plan layout for stylebooks, photo shoots with Photographers and Directors.
- Visually enhance space planning for increased dollars per square foot of brick and mortar, e-commerce, and catalogue clients.
- Work with design, production, photographers, etc., to develop and execute seasonal product assortment plans.
- Source locations, prepare and communicate with team goals and overall vision.
- Work with Field Ops assisting with space planning, light and a/v installations.
- Promote campaigns and events that increased brand awareness and impressions through direct marketing, creative services, and social media.
- Expanded the support of regional vendors to maximize sourcing and lower costs.
- Planned events with international non-profits and local facilities (C.A.R.E. International, Susan G. Komen Cancer Society, One Love Generation, Emory University, St. Jude's Hospital) goal to cross market high fashion and support of fair trade communities.
- Clients: SteinMart.com, She Blames Me LLC, Modern Atlanta, Atlanta Botanical Gardens, Bonnie Farms...

The Moret Group Product Manager

April 2007 – May 2008

Led timelines for production planning and forecasted and developed trends for the Branded & Private Label Divisions (Candy, Mudd, Request, Pink Cookie, SBH Intimates, etc) at Jacques Moret.

Responsibilities:

- Forecasted annual budget and seasonal sales flow across four delivery windows.
- Assisted VP account Kohl's production timelines of \$22 million.
- Account managed and developed private label lines for U.S. and Canadian Department Stores (JC Penney, Mervyns, Zellers). Managed the seven production lines and worked directly with overseas production and in house planning, allocation, and marketing for store distribution.
- Coordinated with the merchant staff, planning department, and upper management to maximize opportunities, and ensure profitability goals within the department are achieved.
- Organized Product Development for samples, fabric quality control, and style/color management.
- Initially hired as a Product Liaison Coordinator and was promoted twice throughout my tenure.
- Experienced and highly proficient in retail analysis functions: (Gross Margin, Trending, Forecasting, Sales Analysis, Door Planning, Bottoms Up Planning, Open to Buy, CIMU, MKD%,).

Ashley Chase - Page 2

H & R Photography, Georgia Portrait Stylist

May 2000 – Sept 2006

- Styled props for set displays and models clothing.
- Managed teams of stylists and photographers, hired and paid contractors.

EDUCATION

Fashion Institute of Technology, New York, NY

B.S. International Fashion Merchandising Management, Summa Cum Laude

B.S. 2007

Internships Vanity Fair Intimates Corp (Merchandising & Creative Director)

Kenneth Cole Productions (Buying & Allocation)

Provockative Gems (Merchandising & Creative Director)

Olympus Fashion Weeks (Visuals, Runway Shows, & Product Launch Events)

COMPUTER COMPETENCIES

PC, MAC, Microsoft Office, Adobe CS5 Illustrator & Photoshop, Bento, InDesign (beginner)

Social Media: HootSuite, Facebook, Twitter, Pinterest, Instagram

OTHER

Artist and Yoga Instructor