

EVAN GROSS

Merchandising / Product Development

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Denver

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evanseangross.com

OBJECTIVE

Enthusiastic and detail-oriented fashion graduate driven to launch my career in Apparel Merchandising and Product Development. Passionate about combining my creativity, insights, and education to develop consumer-driven and trend-focused apparel collections. Eager to contribute to a dynamic team and help grow product lines through research, trend analysis, and collaboration.

EXPERIENCE

07/2024 - Present

Boulder, CO

• Lead Sales Associate

BYLT Basics

- Spearheaded the successful opening of the brand's first Colorado location by overseeing inventory management, visual merchandising, and staff training with regional manager.
- Execute keyholder responsibilities, including store opening/closing procedures, register and deposit management, daily goal-setting using chat-in sheets, and daily performance reporting to corporate (AOV, UPT, Conversion)
- Consistently meet and exceed daily store sales targets, achieving over \$1,000 in daily sales within the store's first week of operation.
- Lead the sales team with personal daily sales exceeding \$1,000, demonstrating expertise in upselling and cross-selling across the product line.
- Manage a team of eight sales associates and support staff, ensuring operational efficiency and fostering a high-energy, customer-focused environment.

04/2023 - 05/2024

Fort Collins, CO

• Merchandising and Sales Associate

Vado

- Oversaw brand management for surf-style boutique through social media, fashion shows, and photo shoots for the S/S line to promote Dickie's Jeans, Billabong, and other designers
- Created content on Instagram and TikTok, increasing followers by 25% in two months
- Facilitated inventory and SKU management process, pricing strategy, and promotional planning
- Designed visually appealing displays, enhancing the store's space planning and customer experience
- Participated in buying trips to procure high-quality products based on trends and to build vendor relations
- Exceeded sales goals by \$2,000+/month

05/2022 - 08/2022

St. John, Virgin Islands

• Server

Lovango Resort

- Delivered a luxury guest experience, successfully serving 100+ customers per shift
- Worked closely with chefs by expediting and serving upscale menus
- Collaborated with resort staff of 75+ to provide exceptional service in fast-paced environment

EDUCATION

09/2020 - 05/2024

Fort Collins, CO

• Bachelor of Science, Apparel and Merchandising

Colorado State University

09/2023 - 12/2023

Florence, Italy

• Fashion, Merchandising, and Retail Study Abroad Program

Florence University of the Arts

SKILLS

Adobe Illustrator, InDesign, Photoshop, Shopify, Square, RetailNext, Canva, Google Workspace, Microsoft Office

ADDITIONAL EXPERIENCE

Photoshoot and Runway Model

Vado Clothing and CSU Fashion Show | May 2022 – May 2024

Founder / Product Developer

Peach Clothing | September 2016 – May 2017

Recording Artist, Digital Musician, and Headliner

Outer Space Hip-Hop Show | September 2019 – November 2019