

Michelle Egbunike

FASHION VISIONARY

SALES | MARKETING | DIRECTION

Los Angeles, CA



michelleegbunike@gmail.com

www.linktr.ee/michelleegbunike

(Please Email For Phone #)

An innovative and driven fashion professional and entrepreneur with a passion for creativity and a knack for elevating customer experiences. Demonstrating a blend of strategic vision and artistic flair, I excel in dynamic environments, consistently fostering collaboration and teamwork. With a talent for organization and a commitment to excellence, I leverage digital tools to enhance brand visibility and drive impactful marketing initiatives. Resilient and adaptable, I am dedicated to pushing the boundaries of innovation in the fashion industry, poised to make a significant contribution to its evolution.

Education ✨

2020-2022

Fashion Merch & Business Admin
Laboratory Institute of Merchandising
NYC

2023-2024

Merchandising Product Development
Fashion Institute of Design & Merchandising
LA

2025

Fashion Design
Arizona State University
LA

Experience ✨

2023-2024

CLIENT COORDINATOR
Bright Star

2022-2024

STYLIST | DIGITAL SALES
Nordstrom

2023-2024

FASHION DESIGNER
SHEIN X Program

2021-2023

SUPERVISOR
Forever 21

2021-2023

SALES ASSOCIATE
Shoe Palace

2019-CURR

CEO & CREATIVE DIR.
Michelle Mushel
Founder

Skills & Success ✨

- Cross-Functional Collaboration | Innovative Design Thinking
- Strategic Brand Positioning | Consumer Behavior Insight
- Creative Concept Development | High-Impact Sales Techniques
- Integrated Marketing Communications | Visual Storytelling
- Trend Forecasting | Data-Driven Decision Making
- Supply Chain Coordination | Client-Centric Service
- Digital Merchandising | Agile Project Management
- Market Penetration Strategies | Cultural Sensitivity in Branding
- Influencer Strategy Dev. | Visual Merchandising Innovation
- Event Experience Design | Strategic Partnership Development

I have reached milestones that highlight my contributions in various roles. At Nordstrom, I consistently surpassed commission goals of over 3%, demonstrating my sales and customer satisfaction skills. With SHEIN, I developed a mini capsule collection, blending brand standards with my unique design aesthetic. During my internship at CLD Public Relations, I secured placements in Vogue and Elle, coordinated influencer outreach, and enhanced client visibility. These achievements reflect my dedication to excellence and ability to thrive in diverse environments.

Internships / Temp ✨

2023-2024

Sonja Morgan Fashions
Fashion Assistant

2022

Arts Hearts Fashion
Fashion Show Production Coordinator Assistant

2024-2025

Burlington Buyers Office
Fashion Logistics Coordinator

2023-2024

CLD PR
Public Relation

2023

Blvck Mind Outlet
Fashion Designer & Marketing Strategist

Michelle Egbunike

EXTENSIVE EXPERIENCE EXPOSITION

Experience

BRIGHT STAR CLIENT COORDINATOR

- Build trust and loyalty with clients by offering information, troubleshooting, and guidance.
- Manage databases, collect feedback, and document client interactions to improve satisfaction.
- Ensure schedules are filled by nurses, therapists, and health aides based on client preferences.
- Provide accurate weekly schedules for payroll, ensuring all employee availability is up to date.
- Document case activity accurately to maintain clear records and smooth operations.
- Create new office systems that improve workflow, increase productivity, and support team knowledge of cases.
- Boost productivity and sales, contributing to a \$20,000 margin increase.

SHIEN X FASHION DESIGNER

- Developed a mini capsule collection for SHEIN under the SHEIN X program, supporting small businesses and independent designers.
- Collaborated with my team to create designs that aligned with SHEIN's seasonal criteria and design protocols.
- Submitted a variety of original illustrations for the collection.
- Showcased adaptability by meeting brand standards while preserving my unique design aesthetic.
- Gained hands-on experience working with a global fashion platform.

SHOE PALACE SALES ASSOCIATE

- Delivered exceptional customer service, fostering a welcoming environment and ensuring customer satisfaction, which led to repeat business.
- Achieved sales targets by effectively promoting products, resulting in recognition for outstanding sales performance.
- Maintained comprehensive knowledge of current inventory and trends, enabling informed recommendations and enhancing customer shopping experiences.
- Assisted in visual merchandising, ensuring displays were appealing and aligned with company standards, contributing to an inviting store atmosphere.
- Handled transactions accurately and efficiently, contributing to overall store productivity and minimizing errors.
- Collaborated with team members to achieve store goals, participating in team meetings and training sessions to enhance skills and knowledge.
- Engaged in inventory management tasks, including stock replenishment and organization, helping to maintain an orderly sales floor.
- Collected customer feedback through surveys, utilizing insights to identify areas for improvement and elevate service quality.

NORDSTROM STYLIST | DIGITAL SALES

- Curating outfits: I create and share personalized outfit ideas with links for customers to shop online.
- Building customer relationships: I stay in touch with customers, keeping them updated on new items they're interested in.
- Providing real-time info: I give real-time updates on product availability and new arrivals.
- Organizing styling appointments: I schedule styling appointments, offering personal shopping advice both online and in-store.
- Earning commission: I earn commission by helping customers shop through the links I provide, often reaching over 5%.
- Working with in-store teams: I collaborate with the in-store team to make sure customers get smooth service with orders and returns.
- Blending digital and in-person service: I connect with customers both online and in-store, giving them a complete shopping experience.
- Strategic follow-ups: I regularly check in with customers to ensure they come back for future purchases.

FOREVER 21 SUPERVISOR

- Assigned team members to maintain a clean floor and deliver exceptional customer service.
- Assessed customer satisfaction through surveys, using feedback to improve service quality.
- Monitored KPIs to evaluate sales, identify top-selling items, and track theft patterns.
- Managed employee schedules for optimal coverage during peak hours while controlling labor costs.
- Boosted sales through strategic advertising and promotions, analyzing campaign success.
- Collaborated with upper management to drive traffic and increase conversion rates using sales data.
- Ensured visual merchandising standards to enhance product presentation and create an inviting environment.
- Trained team members on customer engagement techniques to improve experiences and reduce theft.

MICHELLE MUSHEL FOUNDER & CREATIVE DIRECTOR

- Visionary Leadership: Craft and communicate a clear, compelling vision that inspires the team and aligns with the brand's mission.
- Creative Direction: Oversee the creative process, ensuring designs and collections reflect the brand's identity and values.
- Strategic Decision-Making: Make high-level decisions on brand direction, product offerings, and market positioning to drive growth.
- Financial Acumen: Understand financial management, budgeting, and investment strategies to ensure the brand's financial health.
- Market Awareness: Stay informed about industry trends, consumer preferences, and the competitive landscape to adapt strategies accordingly.
- Team Building: Recruit, mentor, and lead a talented team, fostering a collaborative and innovative work environment.
- Brand Identity Development: Establish and maintain a strong brand identity that resonates with the target audience and differentiates the brand.
- Relationship Management: Build and nurture relationships with key stakeholders, including suppliers, retailers, and media.
- Marketing Strategy: Develop and implement effective marketing campaigns that promote the brand and engage the target audience.
- Sustainability Commitment: Integrate sustainable practices into the brand's operations and philosophy, appealing to socially conscious consumers.

AWARDS

Inside LVMH Sustainability & Supply Chain

BACKGROUND

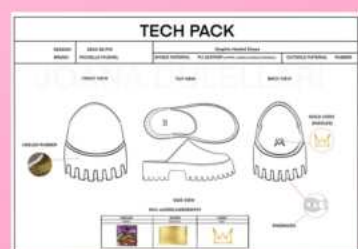
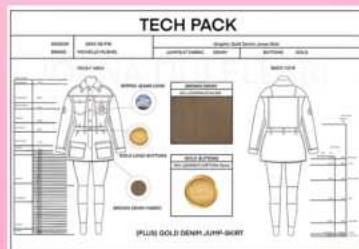
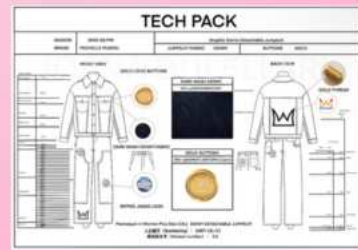
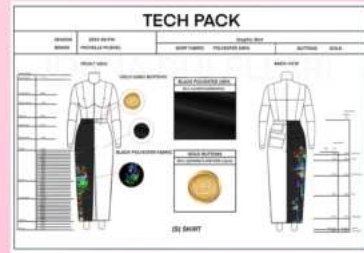
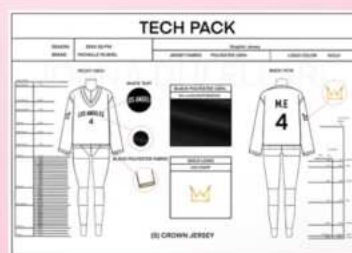
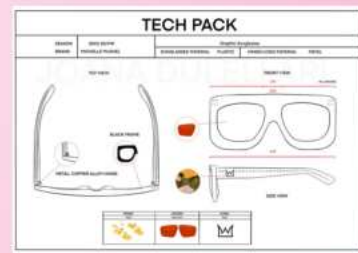
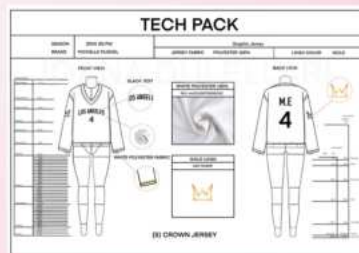
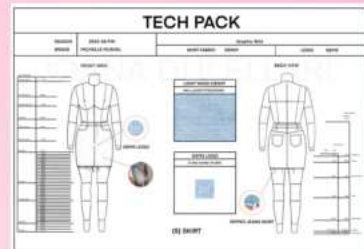
I began my journey by volunteering at The Learning Ladder, where I organized children's health files and educational activities. This led to a Supervisor role at Del Amo Park, where I coordinated engaging recreational activities for kids while ensuring their safety. I also founded Chelle's Nails, a beauty business offering nail services to friends and family, which expanded into eyebrows and beauty. Additionally, I launched Slice Co., where I sourced fast fashion and custom packaging, establishing a robust digital presence that generated over \$80,000 in revenue. Along the way, I gained valuable experience working at Domino's, Wendy's, Starbucks, Pieology, and a seafood and soul food restaurant, showcasing my commitment and adaptability in various roles while further fueling my passion for the fashion industry.

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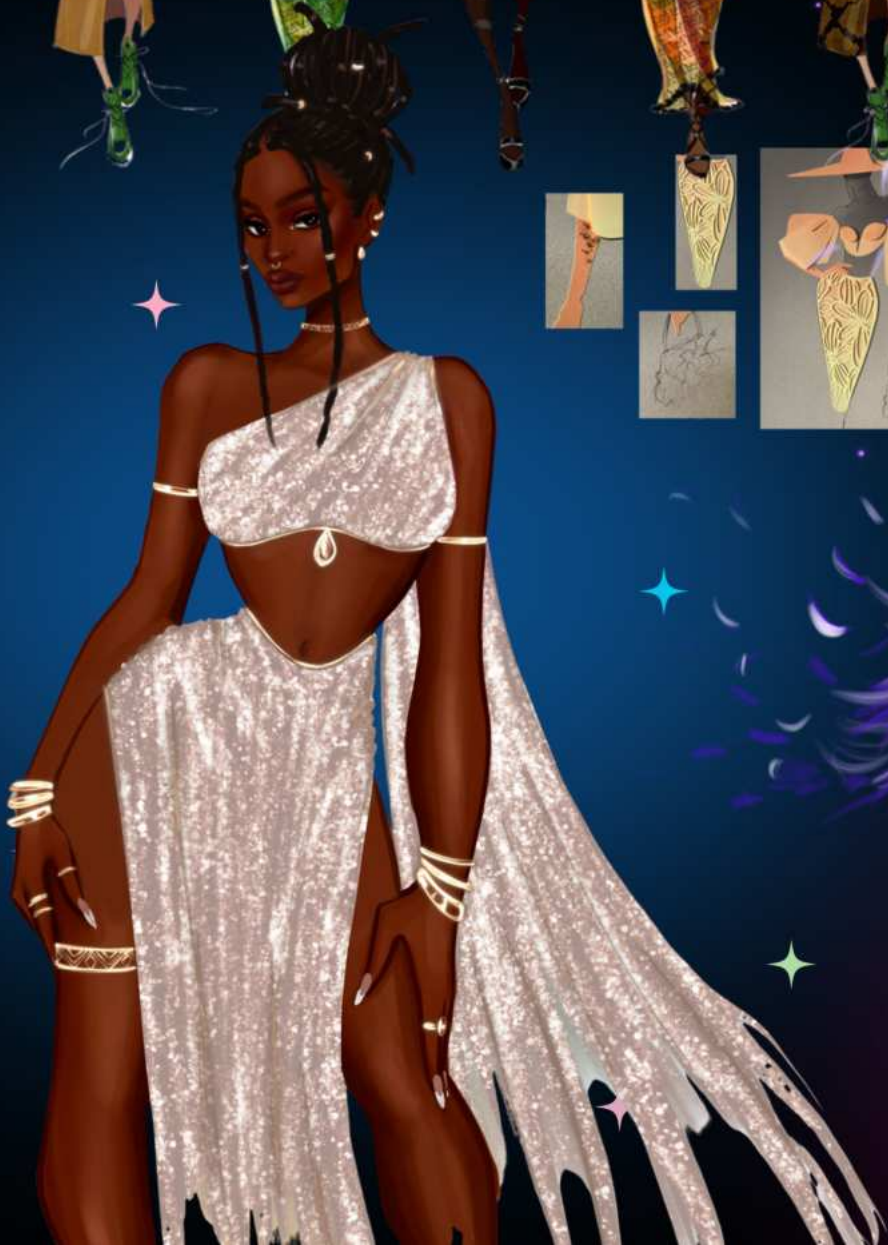
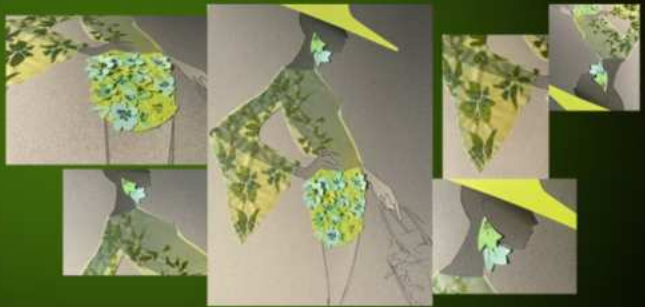
CLIENT PORTFOLIO

BLVCK MIND

SHEIN



PORTFOLIO



Michelle Egbunike

COVER LETTER



To Whom This May Concern,

I am reaching out with great enthusiasm to express my interest in potential opportunities within your esteemed organization. I have a strong background in fashion merchandising, product development, and business, with education from New York and Los Angeles.

Throughout my career, I have successfully navigated various roles, leveraging my skills in sales, marketing, and brand development. My tenure at Nordstrom, where I consistently exceeded sales goals, reinforced the importance of understanding client needs and tailoring experiences to exceed expectations. I've had the opportunity to create a mini capsule collection at SHEIN that generated over \$300,000 in sales. My time at Burlington sharpened my logistics and supply chain skills, while my leadership role at Forever 21 taught me how to thrive under pressure. During my time at CLDPR, I gained invaluable hands-on experience in media outreach and public relations, which deepened my understanding of brand representation and communication strategies. Additionally, as a Client Coordinator at BrightStar, I honed my organizational and problem-solving skills, managing complex scheduling and ensuring client satisfaction.

I'm eager to bring my strong organizational skills, client-focused approach, and creative vision to your organization. I am confident in my ability to contribute to the innovative and vibrant environment you've fostered.

Thank you for considering my application. I would be honored to explore opportunities within your organization and am excited about the potential to bring my expertise and passion to your team. I hope to connect with you soon!

Warmest appreciation,

Michelle C Egbunike

michelleegbunike@gmail.com

Please Email For Phone #