

Emmalee Allbritton

(214) 436-9717 | emmaleeallbritton@gmail.com | Dallas, TX

[LinkedIn](#) | [Personal Website](#)

EDUCATION

Bachelor of Fine Arts, Fashion Marketing and Management

March 2026

Savannah College of Art and Design (SCAD)

Atlanta, Georgia

GPA: 4.0

Summa Cum Laude

PROFESSIONAL EXPERIENCE

Fossil Group

Richardson, TX

Commercial Intern

Expected Start Date: Jun 2026

- Support projects that contribute to sales initiatives and business priorities by assisting with sales strategy, retail execution, and account support
- Analyze sales performance, trends, and key business metrics to support reports and business recaps

Levi Strauss & Co.

Dallas, TX / Fort Worth, TX

Showroom Assistant | Dallas, TX | April 2026 - Present

- Supported B2B sample sale operations by organizing merchandise, assisting buyers, and facilitating efficient transactions in a high-volume showroom environment
- Maintained exceptional presentation standards and inventory packing, ensuring accurate handling, organization, and readiness of product samples for transport

Stylist | Fort Worth, TX | Jun 2023 - Dec 2024

- Leveraged brand heritage knowledge to elevate client experience and increase conversion
- Executed visual merchandising standards and floor replenishment, and exceeded sales goals through personalized styling recommendations
- Strengthened brand loyalty through clienteling and relationship-building

Coach

New York, NY

North America Wholesale Intern

Jun 2025 - Aug 2025

- Analyzed trend and competitive data to support cross-functional strategy discussions
- Maintained ATS and PO logs to improve order accuracy and identified reorder opportunities for key accounts
- Managed sample tracking, increasing operational accuracy
- Collaborated cross-functionally with sales, shipping, marketing, and account management to align order management and financial projections

Kate Hundley

Atlanta, GA

Social Media Planning Intern

May 2025 - Jun 2025

- Drove 20% increase in Instagram engagement through improved posting cadence, reusable content templates, and audience segmentation.
- Developed and executed a data-driven social media strategy through competitive benchmarking
- Content calendar planning and Instagram and TikTok optimization using Later Social

Banana Republic

Southlake, TX

Daily Operations Manager

Aug 2021 - Sep 2022

- Led daily store operations and enforced SOP compliance standards. Oversaw POS systems, in-store technology, and tailoring workflows
- Managed store supplies and operational logistics
- Recruited, trained, and developed associate teams
- Completed specialized training in visual merchandising and product operations

AWARDS AND RECOGNITIONS

Fashion Scholarship Fund (FSF) – Two-Time Scholarship Recipient (Dec 2024, Dec 2025)

Recognized for academic excellence and leadership in fashion

- **FSF Case Study: Intersection of Digital Technology and Fashion** – Developed a digital technology-driven marketing strategy for Prada to strengthen engagement across the marketing funnel
- **WEISSMAN x FSF Case Study: Fashion Crosses Industries** – Proposed “Live Your Style” campaign for Levi Strauss & Co. x Red Bull Dance, integrating experiential marketing and global street dance culture

SKILLS

Industry Skills: Retail Buying & Planning, Retail Math, Visual Merchandising, Market & Consumer Research, Trend Analysis & Forecasting, Creative Direction, Product Operations, Wholesale Order Management

Professional Skills: Cross-Functional Collaboration, Data Analysis & Reporting, Strategic Marketing Planning, Team Leadership & Training, Clienteling & Relationship Building, Operational Management

Certifications: Adobe Photoshop, Adobe XD, Microsoft Excel, Microsoft PowerPoint, Microsoft Word, Microsoft Outlook, Later Social, TechPacker, Canva