



ashley friedow

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EDUCATION

Iowa State University Ames, Iowa
 Bachelor of Science Expected May 2020
 Major: Apparel, Merchandising, and Design | Primary Emphasis: Merchandising
 Minor: General Business
 GPA: 3.96/4.00 | Dean's List: 5 semesters
 Phi Upsilon Omicron Honorary and Officer | University Honors Program | The National Society of Collegiate Scholars

PROFESSIONAL INTERNSHIP

Merchandising Intern June-July 2019
 Centric Brands Inc. New York, NY

- Conducted trend, market, and color research for future seasons
- Assisted with daily tasks and attended meetings with other departments and licensors
- Participated in a program-long project regarding how to revitalize the Rosetti brand resulting in various ideas being implemented

EXPERIENCE

Sales Associate August 2019-Present
 The Buckle, Inc. Ames, Iowa

- Ensured excellent customer service through direct salesmanship
- Assisted customers with questions, needs, and making purchases
- Maintained clean, organized, and visually-pleasing store displays

Lifeguard/Swimming Instructor Summers 2014-2019
 Luick Memorial Swimming Pool Belmond, Iowa

- Instructed students in swimming lessons and swimmercise classes
- Supervised open swim hours
- Negotiated with and disciplined young people

Class-Checker September-December 2018
 Iowa State University Ames, Iowa

- Arrived at locations on time to check students
- Reported information accurately into EAB system

KEY SKILLS

Microsoft Office | Fluent in Spanish | Adobe Photoshop, Illustrator, InDesign | Google SketchUp | Social Media

ACTIVITIES

TREND Magazine | Fashion Forecasting | Ready-to-Wear | Men's Runway Spring 2018-Fall 2019
 • Styled looks, planned photoshoots, and created committee assignments

PINK Campus Team | Freshman Liaison | Fashion Stylist | Campus Rep Fall 2018-Present
 • Promote Victoria's Secret PINK brand around campus
 • Create events for collection launches and promotional events
 • Plan and create content for social media channels - @pinknowastate

The Fashion Show | Gallery and Display Committee Spring 2019
 • Created and installed visual display around campus promoting the 2019 show

Teaching Assistant | Computer Applications and Digital Design Fall 2019
 • Assisted teacher with class management and grading
 • Worked with students on computer skills