



EVAN E. B. SOLOMON

240.383.8589

creative@evansolo.com | www.evansolo.com

EXPERIENCE

SAKS FIFTH AVENUE / NEW YORK, NY

Integrated Marketing Coordinator

November 2020 – July 2021

- Executed vendor co-op proposals for Men's and Home across all division including paid digital media, site content and email, print advertising, and in-store visuals and windows
- Led the design and launch of Fall and Spring 2021 Men's Sneaker Edit Campaign decks
- Increased overall conversion rates for Men's and Home co-op commitments across print and digital programming
- Exceeded target conversion rates for both Men's and Home co-op by 80% and 60% respectively
- Drafted and presented end-of-season performance summaries including lifts in brand sales, traffic, and program-based metrics across campaigns

BROOKS BROTHERS / NEW YORK, NY

Global Brand Management Coordinator

June 2019 – August 2020

- Created and maintained weekly and quarterly selling reports for Men's Mainline division
- Managed global booking reports for both domestic and international seasonal buys
- Curated seasonal key looks, marketing messages, and retail store-set documents
- Implemented Proto one, two and SMS sample requests, management and pass-off
- Developed comprehensive product maps for FY20 and FY21 to ensure strong seasonal assortment across global markets

PERRY ELLIS INTERNATIONAL / MIAMI, FL

Merchandising Intern

June – August 2018

- Researched and drafted comprehensive market and merchandising assortment analysis for Callaway Golf Apparel Men's Division
- Strategically utilized market research and analysis to draft and execute social media campaigns
- Collaborated with CEO and Senior Executive Team on social media roadmap

KENDRA SCOTT x SCADPRO / SAVANNAH, GA

Marketing Intern

March – June 2018

- Developed integrated marketing communications strategy for digital and retail launch of Fall 2018 jewelry collection
- Contributed to development of guerilla marketing strategy and media production

LUXARITY x LANE CRAWFORD JOYCE GROUP / HONG KONG

Merchandising Assistant

September – November 2017

- Facilitated the curation of luxury ready-to-wear and accessories for a pop-up retail event that generated one million HKD in revenue
- Oversaw and maintained inventory, pricing, labeling, and quality control

DJ BENNETT / WASHINGTON D.C.

Digital Marketing Intern

September – December 2014

- Developed short- and long-term digital campaigns to increase website traffic, conversion, AOV, profitability, and reduction of shopping cart abandonment
- Administered the development of an Asia Pacific digital strategy and launch onto Tmall

SKILLS

- Adobe Creative Suite
- Adobe Omniture
- Business Objects SAP
- Flex PLM
- Magento
- Retail IDEAS (JDA)
- vMAPS
- Brand Marketing
- Consumer Behavior Analysis
- Luxury Retail and E-Commerce Merchandising
- Retail Buying
- Sample Management
- Trend Forecasting

LANGUAGES

- Spanish, professional working proficiency

EDUCATION

Savannah College of Art and Design, Savannah, GA 2019

Bachelor of Fine Arts, Fashion Marketing & Management, *magna cum laude*

GPA 3.89, Dean's List, Academic Honors Scholarship, Senior Showcase selected participant