



MARIA RAPTIS

RESULTS DRIVEN
TREND INCLINED
CREATIVELY INSPIRED

EDUCATION

VILLANOVA UNIVERSITY

BACHELOR OF BUSINESS ADMINISTRATION

MARKETING AND BUSINESS ANALYTICS CO-MAJORS
DIGITAL MARKETING CONCENTRATION | 2016-2020
DEAN'S LIST RECIPIENT

RELEVANT COURSES:

VISUAL MERCH & DISPLAY, DIGITAL MARKETING,
CONSUMER BEHAVIOR, OPERATIONS MANAGEMENT,
MARKETING ANALYTICS

AMERICAN UNIVERSITY IN THE EMIRATES

STUDY ABROAD - SUPPLY CHAIN MANAGEMENT

DUBAI WINTER INTERNATIONAL PRACTICUM - 2019

FLORENCE UNIVERSITY OF THE ARTS

STUDY ABROAD - MARKETING CONCENTRATION

- ORGANIZED, STOCKED, & HELPED DESIGN INVENTORY FOR FASHION POP-UP "THE DENIM AFFAIR-FASHION AND THE CITY"
- MONITORED SHOPPER TRENDS AT UNIVERSITY RUN FASHION STORE

SPECIAL SKILLS

- **LANGUAGES:** NATIVE GREEK, ENGLISH, BASIC SPANISH
- **CERTIFICATIONS:** BLOOMBERG, GOOGLE ANALYTICS, GOOGLE ADWORDS, EXCEL, HOOTSUITE PLATFORM, HOOTSUITE SOCIAL MEDIA
- **COMPUTER SKILLS:** MICROSOFT-EXCEL, WORD, POWERPOINT & OUTLOOK, IBM, YARDI, SAP, SHAREPOINT, MICROSOFT ACCESS, MICRO STRATEGY, TABLEAU, V-LOOK UP, PIVOT TABLES, JMP, R FOR PROGRAMMING, PYTHON

CONTACT (215)-796-7530

MRAPTIS20@GMAIL.COM

WWW.MARIARAPTIS.COM

EXPERIENCE

ASSISTANT BUYER - ACCESSORIES

URBN - FREE PEOPLE | AUG 2020

- Partners with our vendors in all stages of the design process including product conception and functionality
- Analyzes current market trends to curate our collection
- Daily cross sectional sales reporting and analysis
- Tracks and manages a high SKU intensive category
- Collaborates with merchandise team on marketing opportunities - catalog shoots & social media
- Monitors QA issues by partnering with our warehouse and customer service team
- Conducts store visits for unfiltered feedback from our sales team on products they see our customers gravitating towards
- Searches for new vendors who fit the Free People aesthetic & partners with them in all steps from vendor registration to the physical order being sent to the warehouse

MERCHANDISE BUYING INTERN - FOOTWEAR

QVC | JAN 2020 - MAY 2020

- Coordinated vendor relations- RTVs, meetings, & product recaps/ samples
- Used IBM to input UPCs & create item SKUs/ vendor IDs
- Ensured most competitive price for customers by using price comparison shopping
- Ran micro strategy reports

MERCHANDISE PLANNING INTERN - FOOTWEAR

QVC | AUG 2019 - DEC 2019

- Analyzed competitive marketplace pricing & trends
- Managed spreadsheets & calendars distributed for company wide meetings
- Forecasted sales projections to assign minutes to high performing items
- Strategized & implemented markdown percentages based on product life cycle & current industry trends

ANALYTICAL TREND INTERN

TALARIA | JAN 2019 - JUNE 2019

- Analyzed sales trends to track measurable results in transportation routes
- Delivered weekly reports utilizing Tableau & Excel to offer cost effective recommendations

PUBLICITY & PROMOTIONS INTERN

ALLIED GLOBAL MARKETING | JAN 2018 - MAY 2018

- Planned & executed internal events for clients like 20th Century Fox and Walt Disney Studios Motion Pictures
- Contacted influencers to foster brand partnerships

LEADERSHIP AND INVOLVEMENT

- BUSINESS OF FASHION CLUB MEMBER
- NYC ADWEEK 2019 DELEGATE
- BUSINESS AND LEADERSHIP SOCIETY
- WOMEN IN BUSINESS
- **TREASURER** - HELLENIC STUDENT ASSOCIATION
- **EXTERNAL SOCIAL CHAIR** - ALPHA PHI SORORITY
- VILLANOVA SPECIAL OLYMPICS VOLUNTEER
- SPARC (COMMUNITY CENTER FOR DISABLED ADULTS)