

## Humzah Butt

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### ACADEMIC BACKGROUND

Year	Degree	Institution
2020	Baccalaureate Major: Business and Technology of Fashion *Dean's List: Spring 2018, Fall 2018	New York City College of Technology, City University of New York (CUNY)

### CERTIFICATIONS

Title IX Certification in Sexual Discrimination Spring 2020

### PROFESSIONAL EXPERIENCE

*Keyholder — Sunglass Hut  
2019*

*New York, NY | December 2018- June*

- Participating in store selling efforts to ensure personal goals as well as store sales and productivity goals are met
- Ensuring all operational responsibilities are carried out in the absence of the store manager
- Assisting with training and supervision of staff to develop and maintain individual selling, customer service and product knowledge skills.
- Ensuring housekeeping and safety standards are upheld throughout the entire store.
- Partnering with Store Manager, RM, DM and/or Loss Prevention to address concerns related to unsatisfactory performance and policy violations in a timely matter.
- In the long-term absence of a manager, assuming some of the responsibilities of a store manager.
- Implementing organizational systems that improved marketing, PR, and merchandise management processes.
- Managing calendars and activities to skillfully coordinate meetings, travel schedules and other minutiae.
- Developing and execute social media strategy with goal of organically increasing follower count by 10% each year.
- Dispersing weekly and ad hoc email blasts regarding new items, call to actions, and special events
- Conducting direct mail initiative to boost brand awareness and client acquisition.

*Menswear Stylist — AllSaints*  
*Apr 2018*

*New York, NY / Jan 2018 -*

- Energetically committed to creating a memorable client experience by learning and understanding needs and exercising suggestive selling techniques to close the deal and inspire client loyalty.
- Consulting clients on size, fit, style of clothing and shoes and recommend idyllic apparel for events.
- Regularly earning over 26% of business and meet/exceed sales goals owed to exemplary client interaction.
- Working with the team to ensure our daily goals are completed sales wise

*Office Assistant — CARA*

*New York, NY / Jun 2016 - Apr 2017*

- Typing documents and correspondence
- Checking and entering data
- Reviewing documents, articles and records to answer requests for information
- Helped organize events done by the organization

## **INTERNSHIPS**

*Buying Intern — Lie Sang Bong*  
*November 2018*

*New York, NY / August 2018-*

- Reporting inventory analysis and pricing follow ups
- Processing order verifications
- Curating Spring/Summer 19' Line Sheet and Look book
- Updating SKU's for incoming pieces for the gallery
- Reporting standard Excel Reports and Ad-Hoc

*Buying Team Intern — MaxMara*  
*2018*

*New York, NY / March 2018 – June*

- Reporting inventory analysis and pricing follow ups
- Write correspondence, collect & analyze data, and work directly with vendors and clients on executive's behalf.
- Reporting standard Excel Reports and Ad-Hoc

**OTHER EXPERIENCE** Marketing, Public Relations, and Sales at Loop Inc.

## **SKILLS**

- Styling & advisory
- Product research
- E-Commerce
- Marketing & Merchandising
- Social media management & marketing
- Content management and promotion
- Planning and Project Manager
- Client relationship-building
- Fluent in Google Analytics

**LANGUAGES** English, Urdu, Hindi