



EDUCATION

UNIVERSITY OF GEORGIA

2019-2023

BS in Family and Consumer Sciences
Fashion Merchandising

- Emphasis on Product Development and Design

LEADERSHIP & INVOLVEMENT

ALPHA GAMMA DELTA

Vice President of Recruitment

October 2021-December 2022

- Led and executed recruitment strategy resulting in over 115 new members.
- Managed a \$50,000 budget and coordinated large-scale recruitment events.
- Trained members on communication, presentation, and relationship building skills.

FASHION DESIGN STUDENT ASSOCIATION

- Designed and executed a garment for the Spring 2023 Fashion Show centered around the theme of Blood, Sweat, and Tears.
- Conduct fit corrections to ensure the garment fit the model perfectly.
- Executed show day fitting, hair, and makeup.

CURO UNDERGRADUATE RESEARCH

- Designed a gender-neutral, ageless apparel concept for an underserved target market.
- Created line sheets and original print designs.

CORE SKILLS

- Retail Sales
- Vendor Relationship Management
- Sales Performance Analysis & Reporting
- Trend Analysis
- Cross-Functional Collaboration

ALYSSA WHEELER

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DESIGN PORTFOLIO

🌐 www.alyssamicheledickson.com

EXPERIENCE: K&G FASHION SUPERSTORE

Assistant Buyer - June 2024 - Present

- Support daily vendor and wholesale partner communications to ensure timely delivery, resolve discrepancies, and maintain strong supplier relationships.
- Monitor open orders and delivery schedules to ensure accurate inventory management and alignment with business requirements.
- Analyze weekly and monthly sales performance to identify top-performing styles and future buying recommendations.
- Prepare weekly business recaps highlighting sales trends, inventory health, and key action items for senior leadership.
- Collaborate cross-functionally with planning, allocation, and marketing teams to support seasonal merchandise strategies.
- Research seasonal fashion and color trends to align assortments with customer preferences and market demand.

FAB'RIK

Store Manager - December 2023-June 2024

- Owned store performance by managing inventory buys, writing purchase orders, and implementing sales strategies to meet monthly revenue targets.
- Analyzed store KPIs and sell-through to inform buying decisions and optimize assortment performance.
- Led hiring, onboarding, and training store associates to ensure consistent brand representation and strong sales execution.
- Fostered a client-first culture focused on relationship building, repeat business, and elevated customer experience.

ALICE + OLIVIA

Sales Supervisor - Seasonal - June 2023-September 2023

- Generated \$81,000 in sales during the first month, exceeding monthly sales goals through relationship-driven selling.
- Developed and maintained a strong client base, resulting in repeat business and referrals.
- Communicated product features, fit, and styling versatility to support confident purchasing decisions.
- Collaborated with sales team members to drive cross-selling and upselling, increasing average transaction value.

CHEEKY PEACH

Senior Stylist and Styling Education Lead | July 2021-June 2023

- Delivered personalized 1:1 styling experiences, focusing on building long-term client relationships and driving repeat business.
- Performed weekly try-ons for a 27K+ follower audience, translating product features, fit, and styling into compelling sales storytelling.
- Developed and led a comprehensive styling education program focused on product knowledge, customer needs, and selling confidence.
- Managed and coached a team of 10 stylists to achieve weekly performance and conversion goals.
- Partnered with leadership on buying support by reviewing line sheets and attending Atlanta Apparel Markets.
- Created visually compelling floor sets and color stories to enhance sell-through and brand representation.

ATLANTA FIRST AGENCY

Temporary Wholesale Sales Assistant - May 2019 - May 2022

- Supported wholesale sales efforts during Atlanta Apparel Market weeks by working directly with buyers from regional boutiques and specialty retailers.
- Assisted buyers in selecting top-performing styles aligned with their store assortment, customer demographic, and price point.
- Helped facilitate a positive showroom experience, strengthening buyer relationships.
- Assisted with order writing support and follow-up communication during market.