

Maria Isabel Abarca, B.A, A.S

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Experience

Michaels

Irvine, CA

Customer Experience Manager

April 2022 – Current

- Manage and own KPI's focused on customer experience, merchandise, and overall satisfaction with stores
- Analyze CSC, NPS and sales reports to strategize and deliver results; implement action plans focusing on deficient areas and highlight growth opportunities.
- Lead the recruitment, training, development and overall management of a dynamic store team
- Manage and lead adherence of Standard Operating Procedures (SOP's) and company programs to ensure compliance to applicable laws and company policies and standards
- Manage all front-end policies and procedures are followed by stores to achieve KPI
- Lead team to 26% KPI growth overall, plan and lead the execution of training, coaching, various teams on customer experience for sales floor and cashiering to achieve positive performance results
- Lead the Omni Channel process, and serve as Manager on Duty lead various teams 20+ team members
- Plan and lead the execution of classes and in-store events in accordance with company program
- Analyze data and collaborate with Management team on best business strategies and set goals
- Continually evaluate the performance of each employee and provide in the moment feedback to drive results

FOREVER 21 HQ SPARC GROUP LLC

Los Angeles, CA

Corporate Visual Merchandiser

November 2021 – February 2022

- Managed multiple segments such as key target customer profile Alexa, accessories, denim, basic apparel, and lingerie
- Executed merchandising strategies using visual design to contribute to 26% sales growth in segments managed
- Aided in increase of target demographic Alexa sales by overselling 43% SLS on 41% INV and grossing \$146k+
- Reimagining designs for Alexa profile to make it top customer profile
- Developed solution designs in collaboration with buyers, and merchandisers to improve sales and reduced markdown sales strategies, while working in fast paced environment
- Project managed, designed, developed, photographed, and wrote the visual directives for controlled segments ensuring to meet deadlines for the implementation of 412 stores
- Maintained Excel's of samples, SKU's, price, In House Dates, T.O.P samples for various project implementation
- Managed and tracked various samples for visual directives to be executed
- Surveyed stores and worked with field leaders to provide feedback and solutions to store specific issues
- Predicted trends to strategically develop innovative directives for capsule collections
- Interpreted and evaluated market trends and researched competition to maintain position of company being leader in fast fashion consumerism

THE WALT DISNEY CO. (Walt Disney Parks and Resorts)

Anaheim, CA

Visual Merchandiser

February 2013 – October 2021

- Designed visual elements that contributed to 45% increase in sales growth
- Managed multiple specialty stores visuals and product assortment
- Led team members through floor resets, merchandise updates, and launches
- Aided an increase of sales by creating all aspects of in-store designs
- Analyzed flow of traffic in store to ensure 85% more visibility of merchandise
- Collaborated with stage managers to acquire merchandise that would increase sales
- Implemented strategies that aid in resolving merchandise shortages and floor-set readjustments
- Provided back-end administrative support to the team as needed for special events, and expos

THE WALT DISNEY CO. (Walt Disney Parks and Resorts)

Anaheim, CA

Specialty Store Operations Merchandiser

February 2013 – October 2021

- Amplified overall sales of specialty department by customer engagement and retention
- Stimulated single sales of original branded art valued \$25k and upward through establishing strong relationships with clientele
- Highly sought after by various managements as a leading expert in Disney brand and Forbes standards
- Maintained 5 Keys standards on sales floors through out the 12 locations worked in
- Mentored and trained sales staff in product features and display tips
- Promoted the image, products, and services of the Disneyland Resort more specifically Wonderground Gallery, Dress Shop, D-Street, Vault-28, Disney Home, & Star Wars Trading Post

- Established strong working relations with management and staff throughout the resort

RYAN & WALTER LLC.

New York, NY

Event Coordinator

February 2020

- Developed alongside creative directors, and designers the execution of both the Walter Collection and the Ryan Patros brand fashion shows during New York Fashion week
- Managed staff, volunteers, and interns delegating all task to team members
- Collaborated with designers scouting/selecting models and managing the 60+ models during the fashion show
- Oversaw dress rehearsals, lineups, hair/makeup, styling, seating, visuals, and production
- Coordinated VIP guest, and talent from greeting, styling, seating, hair and makeup

Leadership & Activities

WALTER COLLECTION

Los Angeles, CA

Public Relations and Marketing Director

August 2015 – February 2016

- Managed public relations team, strategies, media placements, social media engagement, and press
- Filled product placement request from celebrity stylist and media
- Created unique product placements like having full collections in Germany's Next Top Model
- Chaired project collaborations with Selena Gomez, Becky G, Jennifer Lopez, etc.
- Collaborated with cross functional teams including designers, manufactures, marketing, social media, CRM, and advertising teams
- Conducted research on market demand, industry trends, media and customer profiles

Kappa Omicron Nu

Long Beach, CA

Omicron Alpha Psi Member

March 2019

- Promotes empowered leaders who use integrative approach to enhance quality of living through excellence in family and consumer science fields, leadership, and research.
- National Honor Society members are exceptional undergraduates/graduates who are selected under specific criteria; meaning invitation only, and are ranked top 25% of their class

Education

CALIFORNIA STATE UNIVERSITY, LONG BEACH

Long Beach, CA

Bachelor of Arts, Fashion Merchandising (Cum Laude GPA, Presidents Honor List)

August 2020

Relevant Coursework: Fashion Merchandising & Design Practices, Fashion Buying, Global Sourcing for Fashion Industry, International Fashion Retailing, Fashion Promotion & Sales, Fashion Ethics and Social Responsibility, Fashion Forecasting, Consumer Dynamics, Cultural Perspectives of Dress, Family Consumer Science, Historic Perspectives of Fashion, Intermediate Textiles, Professionalism & Leadership in Family Consumer Sciences, Fashion Customer

UNIVERSITÀ DEGLI STUDI DI BRESCIA

Brescia, Lombardy Italia

Study Abroad

Winter 2019

Relevant Coursework: International Global Studies, Global Sourcing, Merchandising, Luxury Textile Manufacturing, Luxury Design, Luxury Visual Design, Buying, International Retailing, International Trend Forecasting

ORANGE COAST COLLEGE

Costa Mesa, CA

Associates of Science, Fashion Merchandising & Textiles (Presidents Honor List, Deans Honor List)

December 2018

Relevant Coursework: Design & Visuals Design, Applied Textiles & Design, Clothing Design & Selection, Essentials of Argumentation, Essentials of Public Speaking, Fashion Strategy for Consumer, Fundamentals of Apparel Production, Human Relations & Supervision, Marketing, Intro to Textiles, Principles of Advertising, Principles of Clothing Construction, Professional Communication, Retail Buying, Special Events Coordinating & Promotions, Street Style, Trend Forecasting

Skills

Technical: Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Outlook, Microsoft SharePoint, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, SMG, Oracle Product Lifecycle Management, Oracle Retail Merchandising System, Google Analytics, Google Suite, Canva, Computer Assisted Design, Atlassian JIRA, Apple Page, Apple Keynote, Retail Math, Trend Forecasting, Sewing, Visual Design, Fashion Sketching, Garment Fitting, Consumer Research, Photoshoot Experience, SQL, Color Theory, Layout Design, Supply Chain Management, Customer Service Management, Retail Merchandising, Visual Merchandising

Soft: Written and Oral Communication, Problem Solving, Detail Oriented, Organization, Time Management, Critical Thinking, Active Listening, Efficiency, Hard Working, Presentation Skills, Public Speaking, Project Management, Planning

Language: Spanish (Fluent), English (Fluent)

Certifications: Google Analytics (Google 02/2022), Professional Selling Certificate (Orange Coast College 01/2015), Entry Level Marketing Certificate (Orange Coast College 01/2014)