

Monica Goedert

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EDUCATION

Illinois State University, Normal, IL.

Expected Graduation: May 2021

Bachelor of Science in Marketing & Fashion Design and Merchandising

GPA: 3.7/4.0

WORK EXPERIENCE

Innovation Consulting Community Normal, IL.

October 2019-Present

Consultant, Nutrition Brand in a Fortune 500 Company

- Collaborate with a diverse group of team members to provide client with a timeline listing key milestones and deliverables
- Perform appropriate data collection activities and analysis necessary to produce project deliverables
- Complete modules on project management, leadership, design thinking, conflict resolution, and self-awareness.

Von Maur Normal, IL.

Sales Associate

October 2018-Present

- Provide outstanding customer service by creating positive experiences for customers through proper assistance with returns, purchasing and service plans
- Gain product knowledge and attention to detail to merchandise and the qualities of each brand to better market to consumer
- Maintain accurate and attractive merchandise displays, ensuring strategic placement of products in order to maximize purchases

Shoes Management intern

June 2019-August 2019

- Increased department sales by 5% through utilization of various visual merchandising techniques increasing visual appeal and shopping fluidity throughout the department
- Planned and organized lady's night event promoting incoming fall styles and building relationship with customers
- Managed social media implementing promotion tactics to lead an increase of following, traffic on social media posts
- Communicated regularly and demonstrated good listening skills with customers, coworkers, buyers, Department Manager, Store Management, and Corporate Executives

ORGANIZATIONS AND ACTIVITIES

National Retail Federation Foundation Normal, IL.

September 2019-Present

Student Ambassador

- Promote the presence of and participation in the NRF Student Association (NRFSA) on campus through social media
- Motivate student participation in NRF Foundation programs, scholarships and events through student engagement speeches

Illinois State Fashion Show Normal, IL.

March 2019-April 2019

Backstage Coordinator

- Directed and worked closely with a caseload of approximately 20-30 models to insure efficiency of fashion show
- Provided leadership and support to all models involved in order to improve attitudes creating a positive atmosphere
- Organized, pulled, and retagged garments in preparation for the 18th Annual Illinois State Fashion Show

Fashion Design and Merchandising Association Normal, IL.

September 2018-Present

Active member

- Attend Regional Trips and National Trips to learn of the corporate fashion world and build relationships with faculty, alumni, and fashion professionals
- Develop and utilize sewing skills through Fix-it Friday, a community service repairing apparel to promote sustainability
- Advocate Renew My Wardrobe a clothing exchange to promote sustainability of up cycling fashion among college students

Alpha Kappa Psi Professional Business Fraternity Normal, IL.

February 2018-Present

IBFC Chair

- Leveraging influence within a student executive board to represent Alpha Kappa Psi as a liaison between 5 professional business fraternities to encourage engagement and student retention
- Increased involvement of College of Business students through organizing philanthropy events giving back to local community

Vice President of Marketing for Pledge Class

- Implemented marketing and advertising strategies as the VP of Marketing for a Supply Drop, a student ran business that raised \$640 for Saint Jude Children's Hospital in 6 weeks
- Engaged all members of committee to participate through leading weekly meetings to ensure competition of strategies

Phi Sigma Sigma, Normal, IL.

September 2017-Present

Panhellenic Delegate

- Communicate as liaison between 16 sororities and the Panhellenic Executive Council informing status of chapter
- Calibrate with all sororities toward working together as a Panhellenic community to make community a valuable and desirable one through all-inclusive semester events
- Assist in the organization of Mr. Phi Sigma Sigma, a philanthropy event that raised over 4,000 dollars for the Phi Sigma Sigma Foundation