

Caroline Pins

CONTACT

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EDUCATION

UNIVERSITY OF MISSOURI

BFA in Graphic Design
May 2018

SKILLS + EXPERIENCE

Fashion Forecasting (2+ years)
Product Development (3+ years)
Graphic Design (4+ years)
Adobe Creative Suite
Technical Packing
Product Development
Logo + Web Design
Typography
Motion Graphics
Photography
Microsoft Office
Research
Analysis
Customer Service

WORK EXPERIENCE

CLAIRE'S & ICING INC.

Trend Analyst | Hoffman Estates, IL

Dec 2019 - Present

- Promoted to Trend Analyst (TA) team, identifying key trends in the women's market and translating them into new design concepts for distribution globally to 2,600 corporate and franchise Claire's and ICING stores.
- Conduct ongoing research and analysis of top seasonal trends, using hard and soft data encompassing review of 20+ weekly internal senior buyer reports plus range of social media outlets and influencers
- Develop seasonal Global Trend Presentation showcasing 200+ pages of seasonal trends identified through research and analysis, then broken down by target age groups and inventory categories
- Present Global Trend Presentation to 250+ domestic and international employees at seasonal meeting
- Partner closely with buying/merchandising, design, and social media teams, keeping them updated on top seasonal trends in related fields with monthly reports and supporting them with urgent projects
- Selected to handle coverage of Senior TA responsibilities during her maternity leave and led training of new hire joining team
- Took initiative of integrating Office Coordinator position, handling department budget, freelancers, and office supplies/equipment

Graphic Designer

July 2018 - December 2019

- Designed graphics for several classifications across Claire's and ICING brands, including heavy focus on home decor, stationery, bridal/bachelorette, apparel, large prints, and textiles
- Created detailed technical packages for vendors to use as guideline in creating samples for new product development process
- Minimized both errors and expenses in sample development by creating template for team to use when submitting technical packages
- Managed relationships with vendors, communicating daily regarding sample development status and revisions for finalizing sample
- Managed wide variety of product development from prototype stage to final approval sample, generally with a tight deadline
- Worked continuously with product development calendar, merchandising line plans, and assortment strategy
- Contributed to expansion of corporate revenues through key trending products being ordered wholesale by other major retail stores such as Walmart, CVS, Walgreens, and Jewel-Osco, for their own retail sales

CHICAGO SKY WNBA

Creative Services Intern | Chicago, IL

May 2018 - July 2018

- Designed broad range of marketing collateral to support business functions, such as ticket sales and sponsorship activation materials
- Created print and digital advertisements, encompassing flyers, in-arena signage, and social media content
- Assisted in e-marketing campaigns and e-newsletters as well as HTML website building and app development

UNIVERSITY OF MISSOURI

Graphic Design Technical Assistant | Columbia, MO

January 2017 - May 2018

- Recruited for paid part-time position to supervise university's graphic design lab with 50+ Mac stations, twice per week
- Problem solved issues for average of 10 students per 4 hour shift through technical support and design consulting
- Managed upkeep and maintenance of lab's equipment, including 2 printers / copiers and a foiling machine

INTEGRA CONSULTING SOLUTIONS

Graphic Design Intern | Columbia, MO

May 2017 - August 2017

- Designed and produced marketing collateral and online content including corporate branding, print and digital ads, and email campaigns to promote amenities and recruit residents for corporate apartment complexes
- Collaborated with marketing team and vendors for product development
- Developed and implemented innovative marketing campaigns while managing a budget

THE ORTHOPEDIC CENTER OF ST. LOUIS

Marketing Assistant | Chesterfield, MO

May 2015 - August 2015

- Redesigned surgeon's professional website to promote brand awareness & updated their website
- Created marketing materials such as informational pamphlets, brochures, and flyers for medical conferences and patient education
- Marketed the physicians to clients and health care providers through online and face-to-face interactions