

# EVAN GROSS

## Merchandising / Product Development

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## OBJECTIVE

Enthusiastic and detail-oriented fashion rising professional driven to launch my career in Apparel Merchandising and Product Development. Passionate about combining my creativity, insights, and education to develop consumer-driven and trend-focused apparel collections. Eager to contribute to a dynamic team and help grow product lines through research, trend analysis, and collaboration.

## EXPERIENCE

02/2025 - 06/2025

Denver, CO

### Apparel Design Intern

#### Jiberish

- Supported seasonal product lifecycle by assisting with line planning, product setup, and GTM deliverables, ensuring accurate data management and timely sample readiness.
- Created a range of non-apparel accessories and original apparel designs accompanied by comprehensive tech packs (flat sketches, BOMs, specs, and callouts) using Adobe Illustrator to streamline development and vendor communication. 5-panel hat color mockup sold out within 24 hours of launch.
- Contributed to SKU and UPC generation, polybag labeling, and product attribution for cut-and-sew programs to ensure accuracy in fulfillment and inventory tracking.
- Developed packaging briefs and branding assets, including hangtags, care labels, and trims, maintaining consistency across all consumer touchpoints.
- Prepared and delivered production-ready artwork for screen printing, embroidery, and heat transfers, collaborating with cross-functional teams to ensure executional accuracy.
- Assisted in sample organization, photo cataloging, quality control, and DTC/wholesale fulfillment in the warehouse, supporting GTM milestones, drop preps, and warehouse sale.
- Supported product styling for photoshoots and social media campaigns, maintaining brand consistency and optimizing product appeal for marketing purposes.

07/2024 - 12/2024

Boulder, CO

### Lead Sales Associate

#### BYLT Basics

- Spearheaded the successful opening of the brand's first Colorado location by overseeing inventory management, visual merchandising, and staff training with the regional manager.
- Executed keyholder duties, including store opening/closing, register and deposit management.
- Facilitated daily goal-setting using chat-in sheets and performance reporting to corporate (AOV, UPT, Conversion).
- Consistently exceeded store sales targets with personal daily sales exceeding \$1,000, demonstrating expertise in upselling and cross-selling across the product line.
- Managed a team of eight sales associates and support staff, ensuring a customer-focused environment.

06/2024 - Present

Denver, CO

### Founder

#### Evan's Marketplace

- Managing an online thrifted and vintage clothing store, including procurement, sales, and shipping.

04/2023 - 05/2024

Fort Collins, CO

### Merchandising and Sales Associate

#### Vado

- Oversaw brand management for surf-style boutique through fashion shows, photo shoots, and social media, increasing followers on Instagram and TikTok by 25% in two months.
- Facilitated inventory and SKU management, pricing strategy, and promotional planning processes.
- Designed visually appealing displays, enhancing the store's space planning and customer experience.
- Participated in buying trips to procure high-quality, on-trend products and to build vendor relations.

## EDUCATION

09/2020 - 05/2024

Fort Collins, CO

### Bachelor of Science, Apparel and Merchandising

#### Colorado State University

09/2023 - 12/2023

Florence, Italy

### Fashion, Merchandising, and Retail Study Abroad Program

#### Florence University of the Arts

## SKILLS / ADDITIONAL EXPERIENCE

Adobe Illustrator and Photoshop, CAD, InDesign, Shopify, Square, RetailNext, Canva, Google Workspace, Microsoft Office, Digital Beats, Audio Recording, Runway and Photoshoot Modeling