

KARA KROEGER

PROFESSIONAL DESIGN & RELATED EXPERIENCES

CHANEL

February 2018 - Present

Manager, Retail Development & Client Engagement

- Developing and overseeing the omnichannel engagement strategy and alignment of client touchpoints for CHANEL retail through physical and digital integrations (virtual try-on, QR codes, appointment booking), virtual events, on-site merchandising, direct mail and cross-channel CRM.
- Building the first CHANEL Owned Fragrance & Beauty (F&B) paid membership program, driving loyalty and engagement.
- Partnering with Digital & Tech to develop internal and external applications and system enhancements (F&B Client App, Click & Collect, Appointment Booking App), increasing efficiency and aligning across all divisions.
- Orchestrating and executing virtual events and services, including platform development (local and global), content creation and cross-divisional collaboration, building client loyalty to the brand and resulting in triple-digit growth for those who attend.
- Utilizing data insights to create actionable findings, impact future decision-making, and establish key client segments, evolving the consumer journey through outreach, direct mail and events in collaboration with the Client Analytics team.
- Influencing product distribution, strategy and launch communication to support F&B expansion in the US.
- Training and supporting the new and existing Field teams on CHANEL know-how and image representation.

Specialist, Retail Strategy Analyst

- Supported communication of long-term strategy and financial performance for key internal presentations (mid-term planning, business review meetings, budget alignment, global meetings).
- Partnered with Marketing and Account Planning to drive assortment strategy for retail locations; responsible for forecast of retail and non-retail SKUs through WAVE process.
- Developed a strategic outlook on real estate expansion by analyzing viability of markets to support three-year real estate pipeline.
- Managed and communicated boutique goals, key KPIs and inventory levels across the division.

Associate, Retail & Store Environment

- Collaborated cross-functionally by encouraging efficient, new ways of working, managing special projects and created brand content with company-wide visibility.
- Personal Assistant to the Head of Retail & Store Environment and Head of Retail.

KENNETH COLE PRODUCTIONS

September 2016 - September 2017

CFDA Innovation Fellow, Design Services

- Designed a capsule collection of eco-conscious sport sneakers for the Kenneth Cole New York label. Developed the shoes from design, to production, to marketing and public relations.
- Worked with the Design Services team to develop seasonal concepts - trend forecasting, graphics design, color theory and fabric research, create company-wide presentations, and assist with photo shoots for marketing and social media platforms.

3.1 PHILLIP LIM

January 2015 - June 2015

Women's Ready-To-Wear Design Intern

Assisted WRTW team with the Holiday 2015, Pre-Spring 2016, and 2016 Capsule Collection. Shadowed and created mock-ups, technical flats, sketches, and patterns for each season. Prepared inspiration boards, fitting room set-up, and organization of archives.

Atelier Design Intern

Worked with Atelier studio during the Fall 2015 Women's RTW Collection. Helped with plotting patterns, sample making, technical packages, hand sewing, maintaining supplies and fabrics, and communication with factories.

RODARTE

February 2015

Fall 2015 New York Fashion Week Intern

FASHION SHOW PRODUCTION, SALES & STYLING

IMG

February 2013 - September 2014

Sponsorship Seating Volunteer, Mercedes Benz Fashion Week

AMY KIRCHEN BOUTIQUE

May 2012 - December 2012

Assistant, Backstage Coordinator, Sales Associate

YOUR HEALTHIEST YOU

2017 - Present

Head Stylist, Thin From Within and Go With Your Gut by Robyn Youkili

NORDSTROM

May 2010 - January 2016 (Seasonal)

Sales Associate

CONTACT

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LOCATION

New York, NY

WEBSITE

karakroegerdesign.com

SKILLS

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|------------------|------------------------|
| Adobe | Hand Sewing Techniques |
| Microsoft Office | Digital Printing |
| Illustration | 3D Printing |
| Technical Flats | Laser Cutting |
| Draping | Pattern Making |
| Print Design | Technical Packages |

EDUCATION

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| The Fashion School, Kent State University | 2016 |
| <i>Fashion Design</i> | |
| Bachelor of Fine Arts | |

HONORS & AWARDS

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| CFDA Kenneth Cole Footwear + Accessory Innovation Award | 2016 |
| Presented at Paris, New York, & Beijing Fashion Week | 2016 |
| Best In Show Award | 2016 |
| Supima Design Competition Finalist | 2016 |
| Knitwear Design Award | 2015 |