

## Lara Bassil

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### RELEVANT EXPERIENCE

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#### Rooms to Go Patio

November 2024 - Present

*Buyer | Full-Time*

- Oversee inventory management for 10 collections across three divisions, ensuring optimal stock levels and timely replenishments
- Conduct demand forecasting and open-to-buy planning for \$10M+ in annual revenue, optimizing product allocation and replenishment cycles
- Collaborate with logistics teams to coordinate shipments and reduce inventory delays for customers
- Analyze historical sales data and market trends to refine assortment planning and allocation strategies
- Process and track 150+ POs and orders monthly, ensuring seamless warehouse-to-customer fulfillment

#### The Smith Agency

January 2020 - Present

*Lead Market Exhibitor | Contract*

- Managed relationships with 25+ wholesale buyers at AmericasMart, generating over \$500,000 in revenue
- Developed strategic product allocation systems, reducing order processing time by 20%
- Fulfilled and coordinated customer orders, optimizing inventory and logistics for showroom operations
- Led seasonal trend analysis, leveraging market insights to shape assortment planning

#### Dior

March 2024 - August 2024

*Beauty Client Advisor | Full-Time*

- Provided merchandising insights to elevate in-store product displays, aligned with brand objectives
- Managed customer relationships, surpassing sales goals by 20% through data-driven engagement strategies.
- Leveraged CRM tools to track customer purchasing trends, enhancing demand forecasting.

#### Louis Vuitton

August 2023 - February 2024

*Client Advisor | Part-Time*

- Managed and optimized digital content for seasonal campaigns, collaborating with cross-functional teams to ensure alignment with brand goals
- Provided on-site support for product launches, ensuring smooth online product setup and troubleshooting for optimal customer experience

#### Mud Pie

December 2022 - February 2023

*Home Merchandising Coordinator | Full-Time*

- Managed a \$22M buying budget, overseeing the development and launch of 756+ new SKUs.
- Conducted product performance analysis, identifying assortment opportunities based on customer demand.
- Negotiated \$1.4M in supplier savings, improving profitability and strategic pricing decisions.

#### Brrr

May 2022 - November 2022

*Product Development and Operations Associate | Full-Time*

- Managed operations of a 12-person team, ensuring streamlined processes
- Decorated office spaces and coordinated hosting events to celebrate wins and host stakeholders in office
- Supervised internal inventory of 256+ fabrics, optimizing inventory management

### EDUCATION

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#### University of Georgia

Athens, Georgia

*Bachelor of Science in Fashion Merchandising; Emphasis in Brand Management*

August 2018 – May 2022

GPA: 3.49/4.00

#### Institute of Leadership Advancement: Terry College of Business

Athens, Georgia

*Leonard Scholar Class of 2021; Certificate in Personal and Organizational Leadership*

September 2020 – May 2021

### SKILLS

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Fluent in *French*, *Arabic*, and *English*; Proficient in OTB Buying, Excel, Power BI, Order Fulfillment, Demand Planning & Forecasting, Retail Reporting, and Salesforce CRM