

ADELYN BERROCAL

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EXPERIENCE

eCommerce Merchandising Intern

Hermès, New York, NY May 2023-Present

- Support with regular catalog audits for updates on sizing, product information and descriptions
- Complete daily audits on stock online
- Communicate with Paris team of any site discrepancies and optimizations
- Propose ideas for continual site improvement
- Merchandise product and internal search grids
- Track performance of editorial content
- Assist with creating product selections for merchandising pushes according to monthly editorial calendar
- Support customer service team with catalog and image related issues

eCommerce Client Relations Intern

Hermès, New York, NY January 2023-May 2023

- Support the Client Relations team with the processing of refunds and exchanges
- Assist with Hermes.com customer service needs including thorough research for escalation resolution in addition to weekly analysis of client interaction trends
- Extract KPIs and statistics to support team managers and Specialists with reporting analysis
- Perform internal quality assurance checks and competitive analysis with other luxury contact centers
- Schedule trainings and team events as confirmed by Senior Manager
- Communicate through verbal and written announcements including via Teams, email, and weekly newsletter

Style Advisor

Aritzia, Short Hills, NJ August 2022-December 2022

- Sell clothes and earn customer confidence
- Help ensure boutique product is easily accessible and neatly displayed
- Efficiently process transactions
- Support service counter operations, including managing the line up to ensure clients are serviced as quickly as possible, preparing product for transactions, packaging client purchases, and returning product to the sales floor

Product Advisor

Dover Saddlery, Branchburg, NJ June 2017-December 2021

- Communicate with customers to fit riding boots, helmets, riding apparel, horse blankets, and tack
- Evaluate quality of product returns to determine if product can return to shelves or be sent to the warehouse
- Design product displays based off of seasons
- Work cash register and assist customer through entire shopping journey
- Organize store and maintain store cleanliness

EDUCATION

Savannah College of Art & Design

MA in Luxury & Brand Management

2022-2024

Savannah College of Art & Design

BA Equestrian Studies w/ minors in Art History and Business Entrepreneurship

2018-2022

SKILLS

Excel (Pivot Tables)

Word

Powerpoint

Outlook

Magento

Jira

ContentSquare

FredHopper

Photoshop

Lightroom

INTERESTS

Merchandising

Fashion Styling

Marketing

Luxury Branding

Photography

Graphic Design

Editing