

# EMILY PREBLE

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## PRODUCT DEVELOPMENT | CUSTOMER RELATIONS | DIGITAL MARKETING | PROJECT MANAGEMENT

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16 years of experience in a time sensitive, high volume, detail-oriented work environment requiring a significant need for accuracy, clear communication, follow-through, and a strong eye for business.

Looking to utilize these skills in a new role.

## CORE COMPETENCIES

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Product Development | Product & Brand Marketing | Self-Starter | Solution-Oriented | Innovative Thinker  
Collaborative Mindset | Adobe Illustrator & Photoshop | Creative Development & Problem-Solving

## PROFESSIONAL EXPERIENCE

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### **BOBI LOS ANGELES**, Los Angeles, CA

**Senior Designer** | October 2015 – November 2022

Designed, merchandised, and managed the development of bobi and bobiBLACK labels across all product groups. Design, lead, and increased wholesale sales +30% in the first year (+200% YTD). Collaborated with sales manager to development sales strategies and implement execution.

- Digital Marketing Coordinator - Worked cross-functionally to create and uphold brand integrity. Creating digital marketing campaigns, social media strategies, and analyzing data.
- Account Management - Generated new business (retailers) and increased sales with existing customers.
- Project Management - Managed the development & production timeline, from ideation thru production and facilitate online product launches. Ability to manage multiple creative projects at a time.
- Leadership - Assisted in hiring, training, and delegation. Assisted in managing design team.
- Art Direction - Organized and planned photo shoots, giving art direction, managing photo editing team, and overseeing the creative content. Created +20% more content thru planning and management.

### **BELLDINI**, Los Angeles, CA

**Designer & Technical Design Lead** | April 2013 – October 2015

Lead customer design meetings which delivered above goal revenue, increasing private label sales +25%.

- Project Management - Managed the relaunched of the cut & sew line. Achieved over \$2M in sales within the first 2 years of launching.
- Design - Designed 100+ styles/ season. Proven track record of creating best-sellers season after season.
- Technical Design - Lead fittings and managed overseas factories to achieve excellent fit and on-time deliveries. Increased on-time delivery +20% in one year
- Productivity & Quality Assurance - Walked the factory floors to address production issues, streamlining workflow. Improved productivity +10% and decreased rejected QC garments -8% after one visit.

### **SUNRISE BRANDS**, Los Angeles, CA

**Associate Designer** | May 2012 – April 2013

Worked under pressure in a fast-paced environment of constantly shifting priorities and change.

- Design - Worked cross-functionally with Denim Design Team to build brand-right, well merchandised products, increasing plus size sales +30% in one year.
- Technical Design - Advised technical design team on fit corrections, approved styles, and tech packs to proceed to production and decreasing sampling costs for plus size -15%.
- Brand Management - Oversaw the Isaac Mizrahi brand. Approving artwork and styles for production.

**MACRO USA** (A DIVISION OF TEFRON), City of Commerce, CA**Designer** | August 2009 – February 2012

Developed better customer relationships, implementing one-on-one sales and design meetings in order to increase the growth of our private label business +300%.

- Design - More than doubled our private label business with big customers (Walmart, JC Penny & Target) from \$10M to \$22M within 2 years.
- Sales - Implemented more collaborative one-on-one sales meetings with customers, increasing sales for one online retailer from \$200K to \$1M within 3 years.
- Management - Managed a team of 9 people, increasing sample room productivity by +25%.
- Technical Design - Lead production fittings, managing & streamlining the pattern team's best practices, increasing customer 1<sup>st</sup> fit approvals +20% and decreasing sampling costs as a result.

**EXCELSIOR, INC.**, City of Commerce, CA**Designer** | September 2007 – August 2009**Assistant Designer** | February 2007 – August 2007

Promoted within 7 months of employment from Assistant Designer to Designer. Designed a more intuitive line with customers' needs in mind, to build brand sales drastically and gaining new customers as a result.

- Design - Increased private label business +25% within the 1<sup>st</sup> year of being promoted to Designer.
- Management - Managed in-house asst. designer, pattern makers, sample room, and textiles designers.
- Sales - Lead sales meetings with buyers and collaborated with teams to grow private label sales.

**TARGET CORPORATE**, Minneapolis, MN**Intern Global Fit Standards Team** | August 2005 – January 2006

Excelled quickly in a cross-functional environment, discovering, and innovating best practices for more productive workflow that was implemented for long-term, worldwide use.

- Technical Design - Analyzed and improved the fit of garments in order to maximize sales of products.
- Production - Created perfected patterns for use across all factories worldwide producing for Target.
- Internal Best Practices - Created training & best practices handbooks for the Global Fit Standards Team.

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**OTHER WORK EXPERIENCE****STUDIO J PHOTOGRAPHY** | Photo Editor & Designer**PIER 500** | Server**RAMPAGE** | Sales Specialist & Floor Lead**BAKERS SQUARE** | Server & Shift Lead

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**EDUCATION****UNIVERSITY OF WISCONSIN – STOUT** | 2001-2006 | BACHELOR OF SCIENCE | Fashion Design & Development**AMERICAN INTERCONTINENTAL UNIVERSITY – LONDON** | 2004 | Study Abroad Program

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**INTERESTS****Travel** – my favorite trip was to Italy even though everything on paper went horribly wrong.**Sports** – Hot yoga, hiking, pickle ball (apparently, it's become a fad, but I truly enjoy it!)**Foodie** – I love trying new restaurants, and don't usually like franchises, but OPA! is delicious.