



CONTACT

724-814-7764

Lailasenffo6@gmail.com

<https://www.lailasenff.com/>

EDUCATION

University of Kentucky
(2019-2023)

Bachelors of Science
Merchandising, Apparel, and
Textiles

SUMMARY

Brand-focused and visually-minded merchandising professional with a Bachelor's degree in Merchandising, Apparel, and Textiles from the University of Kentucky. Skilled in building immersive retail environments, exceeding sales goals, and curating digital content that aligns with brand vision. Proficient in social media strategy, event planning, and campaign execution—passionate about bringing brands to life through thoughtful design and messaging.

SKILLS

- Canva Design & Execution
 - Social Media Strategy & Content Development
- Fashion Trend Forecasting & Market Analysis
 - Retail Analytics & Financial Acumen
- Visual Merchandising
 - Event Planning & Execution

WORK EXPERIENCE

Assistant Store Manager & Social Media Specialist / Wyld Blue

Jan 2025 - Current

- Curated trend-driven product assortments tailored to the Dallas market, boosting sales conversion by 24% through strategic buying and market analysis.
- Led cross-platform social media strategy and content creation, increasing Instagram engagement by 33% with Meta ads, short-form video, and consistent branding.
- Collaborated on sales planning, inventory alignment, and in-store events to drive revenue, enhance brand awareness, and support both foot traffic and e-commerce growth.

Assistant Store Manager & Events Coordinator | Free People Movement

May 2024-Jan. 2025

- Drove a 45% increase in sales over six months by implementing strategic sales reporting, optimizing store layout, highlighting key items through targeted visual merchandising.
- Spearheaded brand-aligned in-store events and activations, including large-scale Run Club Days in partnership with HOKA and Perfect Bar, drawing 250+ attendees and significantly increasing local brand visibility.
- Built and nurtured a thriving community in the DFW area, directly contributing to increased foot traffic and elevated customer loyalty.

Wholesale Buying & Sales Representative | Armory Print Works

May 2023- Jan 2024

- Managed a portfolio of wholesale accounts, serving as the main point of contact for clients and driving consistent sales growth through tailored product recommendations and relationship management.
- Researched, sourced, and purchased custom promotional merchandise aligned with client branding, event themes, and budget requirements.