



# Megan Hicks

RTW Merchandiser at Balenciaga Paris

Paris, France

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## Links

[Website](#) [LinkedIn](#)

[Instagram](#)

## Languages

French (Native)

English (Basic)

## About

Hello!

My name is Megan, and I am currently working at Balenciaga as a Ready-to-Wear Merchandiser in Paris, France. I am originally from the United States, and I moved to France to pursue a career in the luxury industry. I am extremely passionate about the industry, and am particularly interested in brand management and public relations.

I am a creative individual with a variety of professional backgrounds, which has equipped me the ability to have a vast understanding of business, specifically within marketing, sales, and project management in the fashion, tech, and healthcare industries.

I am available to assist with a variety of tasks, from data management/extraction/manipulation, brand guidelines and handbooks, brand management, and social media management, among other interests. I would love to connect! Please reach out to me with any questions you may have!

### BRANDS WORKED WITH

BALENCIAGA

Centene Corporation

Oracle

Techtronic Industries TTI

Texas A&m University, Mays Business School

## Experience



### ● RTW Retail Merchandiser

BALENCIAGA | Jul 2022 - Now

Analyze weekly sales in both women and men's ready-to wear  
Manipulate over 500,000 pieces of data per week  
Compile 35 reports gauging success rates of global sales  
Assist in the buying and merchandising process for showroom  
Structure a weekly analysis of the most popular and profitable items by region and country



### ● Functional NetSuite Consultant

Oracle | Sep 2020 - Oct 2021

### ● Mays Ambassador

Texas A&m University, Mays Business School | Sep 2019 - May 2020



### ● Retail Marketing & Sales Intern

Techtronic Industries TTI | Jun 2019 - Aug 2019

Performed sales and marketing activities to exceed sell through forecast while maintaining positive customer relations. Maximized sell through of Ryobi, Homelite, and Milwaukee brands by developing merchandising and sell through campaigns at our national retail partner. Made regular sales development contact with assigned stores and personnel to cultivate and maintain strong value add relationships. Monitored weekly sales and interpreted monthly results to identify additional opportunities. Implemented selling tactics that focus on delivering the desired financial results to distribution. Supported and implemented strategic corporate brand marketing initiatives and promotional activities. Initiated and provided in-store product knowledge training sessions and demonstrations to educate store personnel, management and customers. Assisted in planning and executing principle trade association meetings, conventions, grand openings, trade shows, etc. Developed primary knowledge of the market place (users, applications, products, competition, and channels) to effectively analyze market potential and communicate competitor market.

- **Marketing & Project Management Intern at Superior HealthPlan**

Centene Corporation | May 2018 - Sep 2018

Developed graphic design templates, websites, presentations, and brochures to form creative, relevant content Collected and categorized thousands of pieces of data for 6 long term projects Assisted in the facilitation of department-wide meetings