

LUKE BERA

APPAREL AND ACCESSORIES
MERCHANDISER



Contact

Phone

+616-826-7182

Email

lukebera@gmail.com

Social

<https://www.linkedin.com/in/luke-bera-291667107/>

Address

171 Gleneagle Dr. NE, Rockford,
MI - 49341

Expertise

- Strategic Planning
- Global Product Line Management
- Product Development
- Marketing
- E-Commerce

Language

English

Chinese

Reference

Laura Zimmerman

Merrell/Director of Product Management

Phone

+616-863-4142

About Me

I'm an extremely positive, hard-working individual and love meeting new people, as well as meeting with old colleagues. Bringing old school work ethic with a modern millennial twist, along with my wide experience in the apparel industry will make myself an impressive candidate. I enjoy stepping out of my comfort zone and trying new things, and hold a high personal standard for myself.

Experience

Merrell - August 2019 - Present 3.5 Yrs

Associate A&A Merchandiser - Rockford, MI

Development of the seasonal line architecture and seasonal briefs through managing global line plan - Fully manage digital assets for apparel - Created Planning data entry layout for SAP upload - Manage global line spreadsheet changes and global communication regarding that there-of - Collaborating alongside demand planning to organize buy ready, regional distribution reports - Directly support and sit in on consumer insight studies hosted around the country to get hands on consumer feedback to implement into strategy

Merrell - Jul 2018 - Aug 2019 1.25 Yrs

Product Development Specialist - Rockford, MI

Assist development and commercialization of new product - Enter and maintain PLM - Coordinate approvals of materials and specs - Order, review/approve and distribute sales samples - Communicate effectively with sourced and domestic and international factories, design team, and marketing specialists - Coordinate meetings with suppliers and sales/marketing - Arrange testing of materials/footwear per industry and brand standards

Bealls Inc. HQ - May 2017 - July 2017 3 Mos

Retail Operations Intern - Sarasota, FL

Increased product flow through KPI strategic planning - Conducted business analysis - Visual merchandising displays - Attend and participate in buying/assortment meetings - Provide informative insight to various levels of executives

Education

2018

Central Michigan University

BA - Fashion Merchandising

FAMD Club Representative, Men's Lacrosse Team Social Chairman, First Impressions Sales Associate, Special Olympics Coach, Threads Fashion Show Logistics Committee, Designer, and Model

2018

Central Michigan University

Minor - Marketing

Carew International Dimensions of Personal Selling Certification - AATCC Certified Representative