LAUREN PEYTON

Marketing Coordinator

Laurenpeyton.com | 831-251-6501 | California

PROFESSIONAL SUMMARY

Fashion Merchandising graduate with hands-on experience in buying, trend-forecasting, budget tracking, and product development. Strong analytical skills with experience managing purchase orders, supporting seasonal assortments, and collaborating cross- functionally. Seeking an Assistant Buyer, Merchandising, or Wholesale role within a fashion organization.

WORK EXPERIENCE

Marketing Coordinator **May 2026 - Present**
Keller Williams Realty

- Partner with 270+ agents and leadership members across teams to support 5+ office-wide initiatives monthly
- Uphold brand and visual merchandising standards over 4 digital platforms, ensuring consistent presentation across every touchpoint, while producing over 20 marketing materials monthly
- Conduct weekly one-on-one consultations with agents on branding, marketing materials, and website development

Sales and Merchandising Associate **July 2025 - April 2026**
Phosphene Studio

- Supply daily retail operations, assisting with visual merchandising, inventory flow, and customer styling
- Provide product insights and trend-driven styling recommendations to enhance sell-through
- Create product-focused social content to increase brand awareness and drive in-store engagement
- Conduct quarterly trend forecasting analysis 3 seasons in advance for emerging fashion styles and consumer preferences, tailored to the target market of the store

Apparel Buyer and Coordinator **Aug 2022 - May 2025**
Virginia Tech Club Sports

- Led seasonal assortment planning by selecting apparel styles, color-ways, and quantities aligned with team demand and budget parameters for 4 different sports teams
- Built and maintained vendor relationships to source competitively priced, quality apparel
- Managed purchase orders and tracked budgets using Excel, monitoring quantities, cost, and balances
- Collaborated cross-functionally with finance and external partners with all 4 teams to support purchasing decisions

Campus Manager **May 2024 - Jan 2025**
Fresh Prints

- Managed custom apparel sales and client orders, generating $11,400+ in revenue in one semester
- Created promotional materials and coordinated apparel production timelines using Adobe Illustrator, Photoshop, and CanvaPro
- Managed 15+ clients over two semesters while building repeat and new clients

EDUCATION

Bachelor of Science
Virginia Polytechnic Institute and State University
- Fashion Merchandising and Design

Aug 2021 - May 2025

Linking Lives Study Abroad – Marketing
Franklin University – Lugano, Switzerland

Jan 2024 - April 2024