

# ALICIA BENEDETTO

1412 17th Street, Santa Monica, CA 90404 • aliciabenedetto@gmail.com • (631)487-5251  
LinkedIn: <https://www.linkedin.com/in/aliciabenedetto/>

## EDUCATION

---

### Fashion Institute of Technology

*Bachelor of Science in International Fashion Business Management*  
*Minor: History of Art*

**New York, NY**

*May 2014*

*Honors: Magna Cum Laude*

### Polimoda International Institute

**Florence, Italy**

*May 2013*

## WORK EXPERIENCE

---

### PDPAOLA

*Senior Wholesale Manager - North America*

**Los Angeles, CA**

*August 2024 – Present*

- Develop the launch of PDPAOLA into North America through strategic retail partnerships
- Execute effective workflows and policies internally and externally
- Ensure a strong sell through with retailers
- Achieve and exceed wholesale targets with retailers, showroom/sales representatives
- Develop sales, travel, and marketing budgets

### GOAT

*Senior Account Manager - Luxury*

**Los Angeles, CA**

*April 2021 – August 2024*

- Maintain and optimize key partnerships through all facets of the account management process
- Plan strategically with accounts to maximize their potential
- Track account's performance, identifying growth opportunities
- Provide accounts with detailed analysis and recommendations, helping guide decision making
- Drive business by prospecting existing connections and proactively sourcing new accounts
- Streamline on-boarding process for new accounts; initiate and supervise the operational setup, ensuring seamless integration
- Effectively work with internal teams in ensuring product is listed for sale in a timely manner
- Conduct external monthly business presentation reviews with accounts
- Efficiently resolve any account issues or questions, partnering with our Operations team

### Cult Gaia

*Wholesale Account Executive*

**Los Angeles, CA**

*December 2020 – April 2021*

- Managed partnerships with all department, specialty, and e-commerce accounts
- Presented new collections during market week and entered orders

### UNOde50

*Wholesale Account Executive*

**New York, NY**

*September 2017 – April 2020*

- Managed partnerships with North American department stores and key accounts including Bloomingdales, Lord & Taylor, Von Maur, Hudson's Bay, Dillards, Navy Exchange, Starboard Cruise Services, Dufry, Princess Cruises, StitchFix, QVC, Karen Kane, Marine Exchange, Coast Guard Exchange, The Kooples, Olivela, etc
- Increased sales by 24% in 2019 while managing \$3.5M in business with 5 new partnerships
- Managed annual sales budget and exceeded profit goals for Wholesale division
- Implemented business strategies by account with seasonal forecast of sales, markdowns, margin
- Negotiated monthly orders, OTB, stock to sales plans, balanced inventory levels, sell-out success
- Monitored and managed shipping and allocation with headquarters in Madrid, Spain
- Presented new collections during market week, managed trunk shows, product knowledge trainings
- Managed merchandisers to ensure brand standard execution with collateral/promotional tools
- Managed WTD, MTD, YTD sales reports and competitive analysis for upper management
- Project Management lead with successful EDI integration project across Global platforms
- Assisted in development, design, and launch plan for a fine jewelry line
- Managed Wholesale Account Coordinator and Wholesale Intern

**Eddie Borgo****New York, NY***Junior Account Executive**December 2015– September 2017*

- Managed Global specialty, department store, and e-tailer partnerships in jewelry & handbag divisions including Net-A-Porter, Shopbop, The Webster, Yoox, Editorialist, Zappos, ShopBazaar, Rent The Runway, Ssense, Intermix, Jeffrey, Luisa Via Roma, Tomorrowland, Lane Crawford, Harvey Nichols, Saks 5th Avenue, Bergdorf Goodman, Neiman Marcus, Nordstrom, Harrolds, etc
- Exceeded budget goals by 20%, grew existing accounts and opened 25 new accounts
- Presented new collections during market, hosted trunk shows, merchandised stores weekly
- Entered and managed seasonal orders, swaps, reorders from inception to shipping
- Updated and analyzed weekly selling reports and inventory reports
- Provided copy information, images, marketing materials, samples, RTV's
- Assisted in ecommerce and editorial photoshoots
- Created and managed sales intern program, evaluated performances

**G-III Apparel Group****New York, NY***Sales Assistant**August 2014 – December 2015*

- Managed six global private label accounts, assisted in development and sales meetings
- Entered, approved, and maintained orders; created custom linesheets for accounts
- Analyzed weekly selling reports to measure sales performance by client, style
- Ran and analyzed management overview, inventory, open order reports

**FREELANCE EXPERIENCE****Ermenegildo Zegna****Los Angeles, CA***Visual Merchandising Freelancer**January 2021*

- Merchandised Rodeo Drive flagship store with compelling display of merchandise on floor
- Launched new window displays
- Identified key sellers and maximized sales opportunity on the floor

**The Row****New York, NY***Wholesale Freelancer**August 2013 - August 2014*

- Styled e-commerce shoots for major Global Department stores
- Prepared and assisted team for Clinics, Trunk Shows, Selling Days, Market Week
- Managed samples using Fashion GPS, maintained sample closet and merchandised showroom
- Created weekly selling reports to increase profitability, competitive analysis of luxury market

**COMPUTER PROGRAMS**

---

Technical: Advanced Microsoft Office, Excel, Powerpoint, Basic Adobe, System Reporting

Software: SAP, AS400, RLM, JDA, Magento, Fashion GPS, NuOrder, JOOR

**COMMUNITY ACTIVITIES**

---

Trade Shows; Coterie, Intermezzo, White, Pitti Filati, Texworld, Premirè Vision,

Mercedes Benz Fashion Week; NYFW Assistant

EndlessNamelessArt; show paintings in galleries