

Carlo Pardo

pardocar@msu.edu
810-588-7247

Current Address:

217 W. Brody RD, Armstrong Hall Rm 327
East Lansing, MI 48825

Permanent Address:

177 Turtle Trace
Pinckney, MI 48169

Education

Michigan State University, East Lansing Michigan
Bachelor of Arts, Supply Chain Management
Bachelor of Arts, Apparel and Textile
GPA: 3.5/4.0
Honors College

Expected, May 2018

Experience

Polo Ralph Lauren, Howell, MI
Sales Associate

June 2015-Present

- Utilizes RFID technology while processing shipment and on the sales floor to organize inventory
- Creates strong connection with customers through comprehensive brand and industry knowledge

Waves Of Friendship, Santa Cruz La Laguna, Guatemala & Pinckney, MI

Summer 2015

Buying and Merchandising Intern

- Established new merchandising techniques to elevate the customer experience
- Selected all women's fashion accessories to be sold for the Fall 2015 season
- Collaborated with a Guatemalan free trade organization to create an exclusive Waves bracelet

Coach, Howell, MI

May 2014-Present

Sales Associate, Store Brand & Style Specialist

- Provides stellar customer service while selling and marketing luxury product
- Trained in the *Coach* Modern Luxury hosting technique
- Produces, on average, sales of approximately \$1,000 of product per hour
- Number one in sales for the entire store, June 2015, number two in sales, August 2015

Michigan State Broad College of Business, East Lansing, MI

September 2014-May 2015

Undergraduate Research Assistant

- Cultivated an understanding of how and where to obtain reliable sources to support a hypothesis
- Aided in construction of data collection surveys and tests to help validate the hypothesis

Aéropostale, Howell, MI

May 2013-August 2014

Sales Associate, Brand Ambassador, and Social Media Specialist

- Utilized new graphic design programs to produce posts on social media outlets
- Applied knowledge of company marketing tactics in order to increase sales
- Educated in the concepts of rebranding and brand image

Team Detroit Graphic Design Firm, Dearborn, MI

June 2012

High School Intern

- Obtained an elementary knowledge of visual marketing techniques and physical ad design
- Developed an invitational coupon ad for Lincoln Motor Company sent to prospective clients

Activities and Honors

Fashion Design Student Association, *Co President*

Fall 2015

Google Bold Discovery, *Participant*

Summer 2015

Native American and Hispanic Business Students, *Member*

Fall 2014-Present

Multicultural Business Students, *Member*

Fall 2014-Present

Broad Residential Business Program, *Participant*

Fall 2014-Spring 2015

Summer Business Institute, *Participant*

Summer 2014

Mock Trial, *President*

Fall 2012 - Spring 2014