

AMINA HARVEY

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EDUCATION

FREEMAN SCHOOL OF BUSINESS
TULANE UNIVERSITY

New Orleans, LA
May 2010

Master of Business Administration

Concentration: Consumer Behavior, Strategic Management

- Morton A. Aldrich Tuition Fellowship, National Black MBA Scholar, Congressional Black Caucus Spouses Scholar
- Retail and Luxury Goods Association, President (October 2008-Present); Tulane Entrepreneurs' Association, Vice-President- Event Management (September 2008-Present), Tulane MBA Blog, Contributor (October 2008-Present), National Black MBA Association, Vice-President- Administration (August 2008-Present)

HAMPTON UNIVERSITY

Hampton, VA
May 2004

Bachelor of Science

Major: Business Management

- Recipient, Full Tuition Presidential Merit Scholarship

EXPERIENCE

L'OREAL USA

New York, NY

Summer Marketing Associate, Ralph Lauren Fragrances

May 2009 – August 2009

Assisted Marketing Manager with marketing directives, communication, and implementation for Ralph Lauren men's U.S. fragrance market.

- Conducted analytical research of industry data to determine trends, growth opportunities, and long term investment needs.
- Assisted in day to day operations collaborating with creative, sales development, and finance teams.

BELK STORE SERVICES

Charlotte, NC

Assistant Buyer, Crystal

June 2006 – June 2008

Assumed responsibility for managing \$17 million Crystal department, including advertising, signage, merchandise selection, and establishing effective and profitable working relationships with vendors.

- Conducted in-depth financial research and analysis in order to forecast buys for each upcoming season that resulted in a cost savings of over \$3 million dollars in goods over a two year period.
- Coordinated visits to flagship stores to assess customer buying trends and product placement that secured expanded seasonal floor moves, doubling the Crystal sales floor during the holiday season.
- Improved vendor fill rate on automatic inventory replenishment system by 43% in 6 months.
- Collaborated with senior management in recommending, setting, and implementing product pricing strategies to achieve margin objectives that were 5% higher than the previous year.

POLO RALPH LAUREN

Washington, DC

Assistant to the Home Collection & Interior Design Manager

October 2005 – June 2006

Supervised merchandising, associate training, and opening of new flagship Ralph Lauren store.

- Partnered with regional manager to identify top clients and act as a liaison between these clients and top sales associates resulting in sales of \$95,000 in 4 months.

BLOOMINGDALE'S DEPARTMENT STORE

New York, NY

Assistant Selling Manager, Luxury Linens/ Designer Bedding Boutique

May 2004- October 2005

Supported group and department managers in operation and management of \$35 million domestics department.

- Reduced turnover among sales associates by 45% from previous year.
- Increased sales to highest sales per square foot in store.

SKILLS

Computer: Microsoft Excel Application Specialist, Microsoft Word, PowerPoint, Publisher, Lotus