


LIZ MATEO-JOHNSON

FASHION MARKETING &
MERCHANDISING PROFESSIONAL

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 Oklahoma City, OK

 [LinkedIn Profile](#) [Portfolio](#)

SUMMARY

Passionate and dedicated fashion professional with broad industry experience. Skilled in cutting-edge digital marketing strategies and innovative social media creation to elevate brand awareness through creative storytelling. Utilizes market insights and fashion trends to identify evolving customer preferences. Recognized for leadership, team collaboration, and strong work ethic.

EDUCATION

Bachelor of Science: Fashion & Retail Merchandising/Marketing Concentration | Oklahoma State University | May 2024 | GPA: 3.8
Key Achievements: Top 50 "OSU Seniors of Significance" Award (top 1% of all seniors) | CEHS "Senior of Distinction" Award | OSU President's Leadership Award | CEHS Student Leadership Award | OSU Cowboy Spirit Award, Overall Achievement | Merchandising & Design Association Member | Phi Theta Kappa, Phi Upsilon Omicron, & Mortar Board Honor Societies

SKILLS

Microsoft Excel | Adobe Creative Suite | Social Media Marketing Certification | Digital Marketing Certification | NIL Marketing Certification | Vodcast & Podcast Production | Web Design | Graphic Design | Retail Math | Visual Merchandising | Fashion Stylist | Project Management | Fast-Paced Environments | Deadline-Oriented | Creative Vision | Inclusive Leadership | Organizational Skills

WORK EXPERIENCE

DILLARD'S | *Store Leadership Intern; Sales Associate* | Oklahoma City, OK | May 2023 – Present

Assist leadership team in managing daily store operations and employees. Engage in management meetings and mentor new hires, leading by example to promote a culture of excellence and meet company goals.

- Partner with store and district managers to conduct in-store walk-throughs to optimize layouts, ensure safety, and gather insights regarding product performance, consumer interactions, and retailer relationships.
- Implement marketing strategies and high-level visual merchandising to present products effectively and boost sales.
- Review buyer sheets, inventory checks, and time schedules to ensure accuracy and availability of stock.
- Monitor online hiring site, identifying qualified candidates to schedule and perform team interviews.

OSU EUPHORIA FASHION SHOW | *Executive Producer* | Stillwater, OK | January 2022 – May 2024

Managed all aspects of OSU's annual primary fundraising event for Fashion Design and Merchandising departments, staying within 19K budget, optimizing ticket sales, growing sponsorships, and increasing event profits from previous year.

- Developed a compelling theme and cohesive branding strategy; executed social media advertising and e-commerce marketing.
- Created digital graphics and innovative advertising displays, increasing event awareness and selling out the event.
- Worked cross-functionally with Information Technology (IT) team to design and launch event website and digital program.
- Secured first-time 5K grant from OSU philanthropy organization, marking a first-time achievement for the event.

OSU BRAND SQUAD | *General Manager, Vodcast/Podcast* | Stillwater, OK | September 2023 – May 2024

Achieved Athletic Marketing Name, Image, Likeness (NIL) Certification to manage student-athlete marketing and brand development. Recognized for restructuring vodcast and podcast outreach, increasing awareness of athletes and overall program.

- Led team of 14, including editors, photographers, graphic designers, and social media handlers, in developing vodcasts and podcasts featuring game day hype personalities and student-athletes.
- Wrote script copy, developed comprehensive calendars, and coordinated interview scheduling to produce seamless shows.

ATHLETA | *Sales Associate* | Stillwater, OK | June 2022 – May 2023

Collaborated with leadership team and associates to deliver exceptional customer experiences, strengthen brand loyalty, and increase repeat customers. Maintained in-depth product knowledge to educate, inform, and offer tailored client recommendations.

- Recognized for high performance in merchandising and credit card cross-selling, consistently placing in top 5 performers.
- Engaged with customers, styling and recommending additional products to capitalize on upselling opportunities.