

Ella Barrios

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Www.shopthemiddl.com

Experienced Fashion Buyer

Entrepreneurial experience in owning and operating a successful online women's boutique, managing all aspects of the business including product sourcing, inventory management, and customer engagement. Expert in curating fashion collections by staying ahead of current trends, ensuring a fresh and relevant product offering that resonates with the target market.

Expertise

Brand Development
Mastery

Fashion Buying
Advanced

Inventory Management
Advanced

Education

Bachelor in Hospitality Management

Metropolitan State
University of Denver
2013-2017

References

Jessica | Amwins

Previous manager at ICAT
Senior Business Analyst
917.428.9700

Isabel | Evolve

Previous manager at Evolve
Listing Activation Manager
248.646.4128

Experience

Aug '23 - Current

Denver

Business Owner *The Middl*

- Directed successful branding photo shoots, ensuring a consistent brand image and driving an exponential increase in customer engagement.
- Maintain current knowledge of trends and brands in the women's fashion industry
- Track inventory and sales
- Create relevant collections for the season and current trends
- Manage customer engagement and relationships

Denver

Aug. '21 - Mar. '23

Content Specialist *Evolve*

- Utilized local insights to create unique itineraries tailored to each Evolve property location, enhancing the guest experience and earning positive reviews.
- Crafted compelling property descriptions for rental properties, elevating customer care and driving higher engagement and booking rates
- Revised low performing rental listings to increase property bookings
- Collaborated and consulted with rental owners to improve their rental properties

Sept. '18 - Aug. '21

Denver

Underwriting Services Management *ICAT*

- Reduced underwriting errors by inspecting risk properties through the implementation of rigorous quality control measures, leading to improved accuracy and risk mitigation.
- Managed 50% of key accounts in Florida, Texas and other hurricane regions, resulting in an increase in retention and growth in premium revenue.