

CHRISTIE L. HAND

RETAIL MERCHANDISING & PRODUCT DEVELOPMENT

FLORIDA STATE UNIVERSITY

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EDUCATION

University of Georgia, Athens, GA

M.S. in Textiles, Merchandising, and Interiors

2008

Thesis: The Influence of Online Apparel Shopping Intention and Brand Loyalty for Multi-Channel Retailers

(Advisor: Dr. Soyounng Kim)

University of Florida, Gainesville, FL

B.A. in History

2004

Minor in Business Administration

AWARDS

Recipient of the *Emily Quinn and Joe Pou Scholarship* by the College of Family and Consumer Sciences

2007 – 2008

ACADEMIC EXPERIENCE

University of Georgia, Athens, GA

Teaching/Research Assistant

2006-2008

Assisted Associate Professors José Blanco F. and Katalin Medvedev in the fields of Historic Costume, Merchandising, and Social Psychology as related to dress. Collaborated on several undergraduate classes with curriculum development, record keeping, and grading. Held office hours, proctored exams, and served as a substitute instructor. Researched various topics for academic articles, and provided editorial and proofreading assistance.

Teaching Assistant

Summer 2007

College of Family and Consumer Sciences, Study Abroad, London, UK

Assisted Professor Ian Hardin with overseeing the travel and internships of 25 undergraduate students. Additionally planned lessons, coordinated lectures, and graded papers for a

required course. Audited and reported on students' progress with individual employers during their internships.

RELATED EXPERIENCE

Banana Republic, Tallahassee, FL

Customer Experience Manager

2008 – 2012

Responsibilities included hiring and maintaining personnel records, along with associate training, development, and performance evaluations. Drove sales through brand representation and service-based selling. Implemented sales strategies for promotions and events. Collaborated with a district-wide team to drive credit card performance in individual stores. Projected sales goals, assessed supply needs, and organized scheduling.

Banana Republic, Tallahassee, FL

Brand Ambassador

2005 – 2015

Duties included tracking and replenishing inventory, processing merchandise shipments, and creating and maintaining visual displays. Additionally worked in customer sales and support.

PUBLICATIONS AND PAPERS

Kim, S., & Jones, C. (2009). Online Shopping and Moderating Role of Offline Brand Trust. *Direct Marketing: An International Journal*, 3(4), 282-300.

Kim, S., & Jones, C. (2007). *Multi-Channel Buyer Behavior: A Revised Model for Apparel Shoppers*. Paper presented at the International Textile and Apparel Association (ITAA) annual conference, Los Angeles, CA.