

Finley Peterson

finleypeterson.com

finleypeterson@icloud.com • +1(262)269-0551 • linkedin.com/in/finley--peterson • Brooklyn, NY 11215

Work History

FABSCRAP - Brooklyn, NY

E-Commerce Coordinator

September 2025 - Present

- Create product listings, maintain website, and merchandise Shopify, uploading 20+ new products weekly
 - Photograph and edit product photos, identify textiles, and write detailed/on-brand descriptions
 - Execute online sales events, maintaining relevance by using data-lead merchandising approach
 - Achieved 15% increase in revenue YOY via e-commerce channel since start of role
- Launch marketing email campaigns via Shopify for an audience of 1700+, achieving an order conversion rate average of 6% by writing on-brand copy and merchandising relevant products

Klein Designs - Brooklyn, NY

Embroidery Production Assistant

November 2025 - Present

- Ensure quality order fulfillment, maintaining customer service standards and prioritizing deadlines
- Operate 6-needle Brother embroidery machines for custom, bulk, and on-site event embroidery projects

ALIX OF BOHEMIA - Brooklyn, NY

Design, Development, and Marketing Intern

May - August 2025

- Organized studio inventory and maintained sample library: replaced buttons, steamed garments, created and attached hangtags, and managed deliveries and shipments to showrooms and clients for loans
- Prepared for and assisted in executing successful lookbook, marketing, and product photoshoots; in-studio and pop-up shopping events; and in-studio client visits
- Special Projects: reformatted website merchandising and template layouts on Shopify, launched the brand's first impact reporting initiative, researched manufacturers for new categories (ex. jewelry, denim)

Re-Wear It Wisconsin - Madison, WI

Co-President

August 2024 - May 2025

- Managed 8 board members to fulfill organization's mission with teamwork and effective communication
- Redesigned and maintained the official website via Wix, and created email marketing campaigns via MailChimp for an audience of 500+
- Coordinated and led meetings; executed collaborations; and collected and analyzed attendance survey data to improve event structure, participant engagement, and impact reporting methods

Kohl's, LC Lauren Conrad - New York, NY

Apparel Design Intern (Denim & Dresses Category)

June - August 2024

- Conducted market-focused trend research, and designed capsule collections to increase brand relevance
- Communicated professionally with vendors via PLM Bamboo Rose and collaborated with cross-functional teams to aid in sample creation and product development
- Created and updated fashion tech flats and CADs using Adobe Illustrator and Photoshop

Helen Louise Allen Textile Collection - Madison, WI

Collections Assistant

June - July 2023; September 2024 - May 2025

- Handled and organized artifacts while following standard handling procedures with attention to detail
- Filed condition reports and inventory tracking, occasionally logged data in Excel
- Assisted in gallery installs and removals, fabricated custom display mounts, packed objects for transport

Education

University of Wisconsin-Madison - Madison, WI

Bachelor of Science: Textiles & Fashion Design, Certificates in Sustainability and Entrepreneurship

May 2025

- GPA of 3.86, Dean's Honor List, Graduated with Distinction
- Fashion Scholarship Fund 2024 & 2025 Scholar: Business Strategy Discipline