

LILLIAN MAPLE

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Education

The University of Georgia - Cum Laude Graduate B.S.F.C.S. Fashion Merchandising - Product Development & Design

Emory University - Certificate in Graphic Design & Visual Communications

Employment Experience

Product Development & Commercialization Associate - Baby Carter's Inc - Atlanta, GA

August 2024 - Present

- Manage the product life cycle of the core assortment of Carter's product including elevated giftables, accessories, and sleepwear.
- Collaborate with international sourcing partners on product costing, sourcing diversification strategy, and textile innovation.
- Support company-wide wholesale channel growth initiatives by responding to account feedback, managing calendar deadlines, and developing unique product assortments.
- Work with Product Integrity and Technical Design teams to ensure compliance to stringent product safety and performance standards.

Product Development & Commercialization Coordinator - Sleepwear and Accessories Carter's Inc. - Atlanta, GA

June 2023-August 2024

- Worked with cross-functional design and merchandising teams to develop Carter's brand sleepwear & accessories for retail, wholesale, and e-commerce channels.
- Created Bill of Materials and exceeded annual company accuracy goals.
- Tracked and reported on all stages of sample development using Microsoft Suite, Flex PLM, and Tableau.
- Provided expertise in textile development and manufacturing to support design innovation.
- Collaborated with Packaging and Visual Merchandising teams to launch new product presentations for in-store and e-commerce channels.

Wholesale Sales Representative

Michael and Paula Hyman Inc. - Atlanta, GA

June 2021-June 2023

- Worked directly with 200+ retail buyers to select product assortments from women's apparel and accessories brands including MinkPink, Free People, Spanx, and Sheila Fajl.
- Performed sample management and order placement using Joor, NuOrder, and Excel.
- Cultivated and maintained collaborative working relationships with sales representatives, designers, and clients.
- Communicated with product development & design teams to provide feedback on consumer analytics, business reporting, and product integrity.
- Exceeded sales goals by providing personalized experiences for clients based on their target market and merchandising strategy.

Professional Skills & Expertise

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| - Textile Development & Sourcing | - Microsoft Office |
| - Tableau, Anaplan, Intellimas, PLM | - Kaledo suite |
| - Adobe Creative Suite | - Technical Apparel Design |
| - Sample Management & Reporting | - Bill of Materials Development |