



# ROSE SOMA

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231.883.8854

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## SKILLS

- Quality Assurance/Control
- Apparel Construction & Technical Design
- Early Childhood Education
- Time Management
- Small Business Leadership
- Ecommerce Marketing
- Retail Merchandising

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## EDUCATION

Western Michigan University Kalamazoo, MI  
College of Education and Human Development, *Bachelor of Science* May 2021  
Fashion Merchandising and Design: Design and Development, minor in Entrepreneurship GPA: 3.93

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## PROFESSIONAL EXPERIENCE

**ACTALENT / PFIZER – MATERIAL TECH & QO ANALYST – PORTAGE, MI** 2022-PRESENT

- Perform visual and print inspection for Pfizer secondary packaging goods
- Lead raw material inspection process, consistently communicating with warehouse, planners & colleagues
- Work with various computer systems throughout inspection process
- Communicate with procurement colleagues & planners to meet production deadlines
- Responsible for organizing documents with confidential data for long-term storage

**ROSE SOMA L.L.C – OWNER & DESIGNER KALAMAZOO, MI** DECEMBER 2017 – PRESENT

- First year of business making predominantly garments & designing stickers generated a revenue of \$72,920
- Designed a line of stickers sold by Big Moods generating \$299,000 revenue in the first 6 months of starting the business & continue to design stickers, photograph products & create social media content
- Started and manage an Etsy shop with over \$228,000 in revenue & over 32,000 orders since 2017
- Design products for companies including Target, Getcasely.com, YoungLife, the PGA tour, Remi Wolf, etc.
- Volunteer fashion design & fundraising for Kigezi Women & Children Health Initiative

**KINDERCARE LEARNING CENTER – LEAD PRESCHOOL TEACHER KALAMAZOO, MI** 2021-2022

- Co-lead a classroom of up to 25 children ensuring a safe, clean, and fun environment
- Implemented curriculum activities and created projects for further development

**WESTERN MICHIGAN UNIVERSITY – TEACHER'S ASSISTANT KALAMAZOO, MI** 2019-20 & SPRING 2021

- Helped students develop flat patternmaking skills in Design Studio 1, 2 and Apparel Line Development
- Drafted patterns & sewed muslin test samples for demonstration

**YANA DEE ETHICAL APPAREL - RETAIL & CONTENT ASSOCIATE TRAVERSE CITY, MI** SUMMER 2018

- Generated product descriptions, edited photos, & listed products on YanaDee.com and Etsy
- Created content for social media accounts, fulfilled online orders, merchandised window displays/store floor, assisted customers with style advice & lead daily operations (keyholder)

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## AWARDS, LEADERSHIP ROLES & ACTIVITIES

- WMU Medallion Scholarship Recipient; valued at \$60,000 – Highest Honor of the Lee Honors College
- WMU Global Ambassador Scholarship Recipient & Alumni Scholarship Recipient
- 2019 K.C. O'Shaughnessy Business Pitch Competition – 1<sup>st</sup> Place & Viewer's Choice, \$2,300 award
- Studied abroad: Economics & Society in the Dominican Republic - August 2017
- Merchandising Opportunities & Design Association - Secretary (2019-20), Designer & Member (2017-19)
- Innovation Day 2020 – 3<sup>rd</sup> place (Team Working from Home)
- ITAA ATEXINC Award for Excellence in Marketable Textile Design - \$500 – October 2021