

Amelia R. Bird

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Trend-Led Merchandiser & Creative with a background in multi-channel data analytics and high-level retail strategy. Expert in merging quantitative performance data with qualitative trend forecasting. Proven ability to translate Gen Z & FYP behaviors and social media insights into actionable commercial strategies. Find my portfolio and blog @ ameliabird.uk

Experience

Senior Analyst | TJX Europe

2024 – Present

- **Strategic Stock & Trend Allocation:** Manage end-to-end flow of goods for Womenswear across 7 channels (including Germany, Austria, Poland, Spain, the Netherlands, and E-commerce), directly impacting stock availability for over 300 stores while supporting creative buying decisions.
- **Data-Driven Decision Making:** Lead complex logistics investigations and deep-dive data analytics to identify stock imbalances, optimize replenishment, and improve sell-through rates.
- **Performance Reporting:** Synthesize high-volume performance data into visual trend narratives, providing key stakeholders with the actionable insights required to pivot creative buying strategies and optimize stock aesthetics.

Buying & Merchandising Placement | TJX Europe

2022 – 2023

- **Merchandising Analytics:** Fused real-time sales performance data with qualitative trend forecasting to validate footwear buying decisions, ensuring that trend-forward product ranges were backed by commercial viability.
- **Buying Execution:** Executed buying strategies for footwear across central Europe, balancing trend intuition with rigorous sales data analysis.
- **Tool Utilization:** Leveraged advanced analytical tools to automate reporting processes, reducing manual workload and increasing reporting accuracy.

Design Intern | Frugi Organic Children's Clothing

2021

- **End-to-End Design Lifecycle:** Contributed to the full product development lifecycle, from initial trend research and mood boarding to final CAD design and range planning.

- **Creative Technical Execution:** Produced technical CAD graphics, original repeat patterns, and complex garment shapes, ensuring manufacturing accuracy and brand consistency.
 - **Cross-Functional Collaboration:** Collaborated with design and production teams to balance artistic vision with data-informed scalability, ensuring final ranges resonated with both creative brand identity and consumer demand.
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Education

University of Leeds | 2020 – 2024

- BA (Hons) Fine Art (IND).
- Student Ambassador and Student Leader
- Fine Art Society Treasurer, Skate Society

Wyke College | 2018 – 2020

- A-Levels: Fine Art, Government and Politics, English Literature and Language.
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Skills

- Strategic & Analytical: Multi-Channel Data Analytics, Trend Forecasting, Logistics Optimization, Inventory Management, Reporting & Automation, Social Commerce Strategy, Community Engagement.
 - Creative & Technical: Advanced Excel, Data Visualization, CAD Graphics, Textile Design, Visual Storytelling.
 - Soft Skills: Cross-functional Stakeholder Management, Time Management, Results-Driven Planning, Adaptability.
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Blog & TikTok Creator (Personal Project)

Curate and produce trend-focused content for a dedicated fashion and lifestyle audience, leveraging short-form video storytelling and data-backed trend analysis. Built community engagement by identifying emerging subcultures and translating trends into accessible style narratives.
