

HAFSO BERFIN SARIKAYA

FASHION MERCHANDISER

Rome, IT
(available to relocate)

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PROFESSIONAL SUMMARY

Innovative fashion merchandiser and designer with strong proficiency in Adobe Creative, and trend-focused design development. Experienced in collaborating with clients, brand managers, and executives to produce seasonal collections and specialized projects that align with market demands. Brings solid expertise in textiles, vendor management, and cross-functional coordination. Known for identifying improvement opportunities, strengthening process efficiency and product consistency within fashion development cycles.

EXPERIENCE

Fashion Stylist

Freelance

2020-Present

- Provided image and styling consulting for fashion brands and production companies, aligning creative direction with market trends and client objectives.
- Styled A-list clients for red carpet events, editorial features, and brand campaigns, enhancing visual impact and brand recognition.
- Delivered personalized styling services, including wardrobe curation, sourcing garments and accessories. Balancing client vision with trend forward concepts to achieve high client satisfaction.

Fashion Merchandiser

2022-2023

Att Clothing

- Managed end to end production for major clients including ZARA Women, monitoring sales trends and consumer behavior to anticipate buying patterns and optimize product planning.
- Coordinated multiple specialized collections under tight deadlines, collaborating with design teams to ensure quality, compliance, and alignment with client requirements.
- Developed and implemented purchasing policies, inventory control procedures, budgets, streamlining operations and supporting timely product delivery.

Fashion Designer

2022-2023

Punto Leather and Fur

- Designed and developed seasonal collections, translating market trends and research into innovative merchandise assortments.
- Managed production line of collections, overseeing concept development, material selection, vendor negotiation, quality control, and distribution.
- Collaborated with photographers, stylists, and creative teams to execute campaigns and promotional visuals that enhanced brand visibility.
- Created seasonal style guides and streamlined workflows, improving organization, project management, and cross departmental collaboration.

EDUCATION

Master's in International Fashion Management

2025-Present

Rome Business School

Bachelor's in Fashion and Textile Design

2017-2021

Başkent University - 3,5 GPA

LANGUAGES

- Turkish - Native
- English - C2
- German - B1
- Italian - Actively learning

SKILLS

- Adobe Creative Cloud
- MS Office
- ERP