



Michael

ANDERSON

TREND CONSULTANT

Dynamic Trend Forecasting Stylist with 12 years of experience in the retail sector, specializing in consumer trend analysis and market positioning. Demonstrates a keen understanding of the interplay between fashion trends and consumer behavior, utilizing data-driven insights to inform styling decisions. Proven ability to collaborate across departments to create cohesive brand narratives that resonate with target audiences.

CONTACT

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SKILLS

- consumer analysis
- market research
- trend forecasting
- collaboration
- presentation
- diversity advocacy

LANGUAGES

- English
- Spanish
- French

EDUCATION

**BACHELOR OF SCIENCE IN
MARKETING, UNIVERSITY OF
CALIFORNIA, 2011**

ACHIEVEMENTS

- Enhanced client engagement by 35% through tailored trend consulting services.
- Featured speaker at the National Retail Federation Conference in 2022.
- Developed a trend forecasting toolkit that is now widely utilized by industry professionals.

WORK EXPERIENCE

TREND CONSULTANT

Retail Innovations

2020 - 2025

- Provided expert consultation on trend forecasting to multiple retail clients, enhancing their product offerings.
- Conducted consumer focus groups to gather qualitative insights on emerging trends.
- Created detailed reports outlining trend forecasts and recommendations for clients.
- Worked alongside marketing teams to ensure alignment of campaigns with trend insights.
- Presented findings at industry conferences, establishing thought leadership in trend forecasting.
- Developed a digital trend resource hub for clients, facilitating access to trend insights.

FASHION RESEARCHER

TrendWatch Inc.

2015 - 2020

- Conducted extensive market research to identify shifts in consumer preferences and fashion trends.
- Analyzed sales data to correlate trends with performance metrics, informing future forecasts.
- Collaborated with design teams to integrate trend insights into product development.
- Maintained a comprehensive database of trend reports and consumer insights.
- Facilitated workshops for internal teams on trend analysis techniques.
- Engaged with brand partners to validate trend predictions and enhance collaboration.