

# Jennifer Oleksik

VICE PRESIDENT OF APPAREL

Dynamic and results-driven executive with over 20 years of experience in leading apparel design, graphic design, development, and merchandising teams. Expert in driving strategic vision and growth within the apparel industry by leveraging market trends, consumer insights, and operational efficiencies. Proven track record of building and scaling high-performing teams, fostering innovative product designs, and delivering top-line revenue growth across diverse product categories.



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**PORTFOLIO**  
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## EDUCATION

[2003 - 2006]

**BACHELOR OF FINE ARTS**  
The University of Tampa

## INNOVATION

adidas Group **Innovation Shark Tank Presenter** [2016]

adidas Group **Innovation Accelerator Program** [2015]

## SKILLS & SOFTWARE

### WELL-VERSED

in apparel design, product development, and vendor communication

### EFFECTIVELY

manage calendars, deadlines, cost parameters, overlapping seasons & trend evolution

### EXPERIENCED

team leader, project manager, & peer mentor

### EXTENSIVE KNOWLEDGE

of federal regulations surrounding childrenswear and of strict licensing regulations for leagues/teams

illustrator

photoshop

indesign

microsoft office

centric plm

browzwear 3D

## EMPLOYMENT HISTORY

**Vice President of Apparel** [2023-PRESENT]

**LIVE & TELL APPAREL** | *Ball Ground, GA*

**Increased Annual Sales from \$60M in 2017 to \$89.4M in 2023 by reimagining product line for all 5 brands under the LAT Apparel umbrella.**

\_ **Responsible** for all apparel design, development & merchandising from concept to completion across five brands under the LAT company umbrella.

\_ **Lead and Mentor** Product Development and Quality Control teams

\_ **Manage** all categories: Men's, Women's, Curvy, Youth, Toddler, Infant & Accessories

\_ **Research & direct** all new color / trend direction for annual product line additions and drops

\_ **Assist** in marketing initiatives including, but not limited to, trade shows, sales meetings

\_ **Attend** market research trips & coordinate all new development of styles, fabrics & trims

\_ **Travel** to key accounts to discuss new products & opportunities for exclusive offerings

\_ **Assess** quality audit reports and work with production and sourcing VPs to manage inventory

Other Positions Held At: **LIVE & TELL APPAREL**

**Director Of Apparel Design & Quality** [2021-2023/promoted]

**Design & Merchandising Manager** [2017-2021/promoted]

**Senior Apparel Designer, Women's** [2015-2017]

**ADIDAS GROUP** | *Canton, MA*

\_ **Designed** all women's licensed apparel & graphics for seasonal finished apparel product lines

\_ **Manage** and lead all seasonal trend direction for women's category

\_ **Assist** in managing daily responsibilities and tasks of the design apprentice

\_ **Partner** with developers on development on fabrics, trims & garment techniques

\_ **Coordinate** with technical team on garment specs, fittings, graphic execution, protos & quality

\_ **Attend** market research trips, trade shows & consumer research trips

\_ **Participate** in ideation trips for collaboration with other categories for cohesive brand message

\_ **Lead & Direct** category photoshoots, including styling, dressing & model casting

Other Positions Held At: **ADIDAS GROUP**

**Designer II, Women's** [2014-2015]

**VF LICENSED SPORTS GROUP (NOW FANATICS)** | *Tampa, FL*

**Senior Creative Designer - Women's** [2012-2014]

**Creative Team Lead - Harley Davidson** [2010-2012 / promoted]

**Creative Artist - Harley Davidson** [2007-2010 / promoted]