

SYDNEY ANMUTH

917-647-3167 | sanmuth@umich.edu | [LinkedIn](#) | [Portfolio](#) | New York, NY

EDUCATION

University of Michigan | Penny W. Stamps School of Art & Design

Ann Arbor, MI

Bachelor of Fine Arts (BFA), Art & Design | Minor in Entrepreneurship | Honors | GPA: 3.7 | Anticipated Graduation: May 2027

BRAND & ENTERTAINMENT EXPERIENCE

Live Nation Entertainment | New York, NY | Production & Operations Intern

Summer 2026

- Source emerging artists as licensing candidates for Merch Traffic, Live Nation's brand-licensing arm, screening fan demand, merchandising upside, and rights availability.
- Support merchandise pre-production for 20+ global tours and pop-ups, translating artist IP into SKUs from sample development through approval and launch.
- Build POS, COGS, and sell-through analyses in SAP/Excel to model sales by artist, venue, and variant, flagging margin and stockout risk.
- Coordinate split production across U.S., China, and Vietnam vendors to balance landed cost, timing, and show-date deadlines.
- Reallocate surplus e-commerce inventory to upcoming tour stops to reduce redundant production and capture live-event demand.

Ralph Lauren | Southampton, NY | Brand Ambassador / Professional Seasonal Sales Associate, Collection

Summer 2025

- Ranked #1 sales associate at Ralph Lauren Southampton, driving single days exceeding \$10K on as few as 20 units and up to 90% of the store's daily net sales, led by Collection.
- Sold the Ralph Lauren lifestyle across Collection, Purple Label, Double RL, Polo, and accessories by translating heritage, craftsmanship, and aspirational brand codes into client conversations.
- Supported seasonal floor sets to corporate brand-book and campaign standards, ensuring visual presentation reflected Ralph Lauren's luxury positioning.
- Drove eyewear sales during Ralph Lauren's Luxottica launch, supporting an experiential brand activation that translated brand heritage into product storytelling, client engagement, branded gifting, and social amplification.

Ralph Lauren | Southampton, NY | Professional Seasonal Sales Associate, Polo

Summer 2024

- Executed seasonal product launch activations to Ralph Lauren brand standards, supporting on-floor storytelling and sharing consumer insights on size, style, and category demand with merchandising and creative teams.

Michigan Ross Retail Club | Ann Arbor, MI | Lead Content Creator

September 2023 – Present

- Create social and event content translating retail, fashion, and consumer trends into on-brand campaign concepts.
- Build creative briefs and presentation decks for club programming, event concepts, sponsor outreach, and brand collaborations.
- Design social, event, and sponsor-facing assets in Adobe Creative Suite and Figma to support club marketing, event promotion, and brand collaborations.

Grey Stone Design Home Staging | Greenwich, CT | Design Intern

Summer 2023

- Built CAD-based staging plans that transformed client briefs into lifestyle-driven interiors, managing inventory, layouts, and installation from concept through execution.
- Applied MLS, market, and buyer-profile research to align spatial design, furniture assortment, and visual storytelling with target consumer segments and price positioning.

BRAND & STRATEGY PROJECTS

The Business of Art: UMMA Acquisition Project | Ross School of Business x University of Michigan Museum of Art

Fall 2025

- Built an acquisition thesis for Sandow Birk's The Detroit Sit-Down Strike, weighing historical significance, market strategy, and collection fit against a \$60K acquisition budget.
- Defended the proposal before UMMA's acquisition committee and a live public audience at the inaugural Art Tank competition.
- Argued the work's cultural relevance by linking the 1937 sit-down strike to today's unionization at Amazon and Starbucks.

Ralph Lauren: Archiving the American Dream | Stamps School of Art & Design | Brand Heritage & Cultural Adoption Study

Fall 2025

- Created an archival study of Ralph Lauren's heritage IP and long-term brand value, synthesizing press, editorial, campaign, and subcultural adoption research.
- Analyzed the Lo-Lifes' unprompted adoption of Ralph Lauren as a case in consumers creating brand equity no campaign could buy.
- Evaluated how collaborations, cultural partnerships, and category extensions can translate heritage IP into new audiences and commercial relevance.

SKILLS

Brand, IP & Partnerships: Brand storytelling; heritage IP; brand equity; licensing & IP extension; collaborations & partnerships; cultural strategy; category extensions; competitive research.

Merchandising, Operations & Analytics: SKU development; assortment strategy; consumer insights; production & sample coordination; vendor coordination; COGS & margin analysis; sell-through & inventory analysis; SAP; Excel, including pivot tables.

Creative & Technical Tools: Adobe Creative Suite, including Photoshop, Illustrator, InDesign; Figma; PowerPoint; CAD-based layout planning.