

Name Surname

San Francisco, CA, USA

BEAUTY EDUCATION, SALES AND EVENTS

555.555.5555 • email@address.domain

Motivated and capable professional who is passionate about helping customers and creating a satisfying shopping experience. Excellent in-person skills able to quickly establish rapport with clients, identify needs, and match them with appropriate resources. Strong ability to convince customers towards optimal sales, through high level of determination, positive attitude and hard-work.

Having a proven ability to ensure the efficient and profitable B2C relationship by promoting it through powerful marketing activities. Able to understand and anticipate guests needs and can develop solutions and recommendations that will exceed a customers expectations. Highly organized, efficient, and energetic, able to create relation systems that improve workflow and enhance the overall environment.

**Cheerful and energetic • Flexible scheduling • Effective leadership & team player • Sales professional
Strong communication • Dependable and reliable • Proficient in presentation • Customer focused
Creative • Time management • Positive attitude • Organized**

IT Literacy: Microsoft Word, PowerPoint, Access, Excel, Mac Platforms, Adobe Photoshop, Adobe Illustrator, Quark.

KEY STRENGTHS

In customer service and relationship building:

- Develop long-term relationships with the clients by showing a genuine interest in their beauty concerns, experiences and goals. The exceptional skills was key to growing the client base of the partnership target. Developed strong relationships with my clients over time and as a result was trusted to provide needed services to clients and their families and friends for their most important events.
- Executed national retail/brand marketing campaigns, merchandising/display, and product training.
- Created Associate and Management product education training programs and event execution guidelines.
- Trained all employees and Leadership team's service base selling/product knowledge and customer service standards. Managed stores product knowledge seasonal trainings and fit sessions.

In achieving set sales targets:

- Consistently met the sales targets set for held positions as having a strong customer focus and always ensuring exceptional product knowledge in order to provide the best service and products to customers. This means that they became confident in my product advice and also became interested in recommended trialing products.
- Developed, designed, wrote and executed custom integrated marketing programs/event sponsorships for advertisers in the cosmetics, accessories, and many other categories.
- Promoted community involvement to drive brand awareness and brand loyalty.

In Project Management:

- Managed budgets, custom retail promotions and PR trend programs for advertisers, including Retail Marketing Department within the retail marketing and merchandising divisions.
- Developed, wrote, managed and executed national product training guides, retail events/promotions and visual merchandising guidelines showcased in Federated Department stores.
- Managed and executed national retails promotions and presented custom event sponsorship programs for advertisers.

CAREER HIGHLIGHTS

- Generated **record-high sales** increases through innovative visual merchandising and consumer event execution.
- Created and **launched first-ever integrated tech-savvy fashion retail marketing program** garnering brand new cutting edge fashion business.
- **Recognized for excellence** in obtaining first-ever fashion business through innovative in-book and online marketing/merchandising programs.
- Designed, launched and **executed first-ever college partnership** with the NYC Fashion and Institute and Company's Name.
- Developed, designed and **executed first-ever Macy's West retail partnership**. Gained Macy's advertising business as the Premiere fashion magazine sponsor for Macy's Passport program. Executed programs in over 10 Macy's West stores and managed entire Macy's West/Glamour program with 30+ participating advertisers.
- Developed Sales Associate product training video, product education guide and corporate training program for national "Liz Edge" sales and merchandising teams. Filmed for **first-ever product training video**.

PROFESSIONAL EXPERIENCE

COMPANY NAME – Northern California, USA

2013-Present

Company Name Corporation manufactures skin and body care, cosmetics, perfume (internally called "pure-fume"), hair color, hair care products, and trains students in cosmetology, massage and esthology at the Company Name Institutes in over 10 cities.

Products Education & Events

- Involved in hiring and training activities, including ongoing development of each team member and that sell-through goals are consistently met.
- Executes educational training for retails in-store new hires.
- Trains district Nordstrom Company Name Counter Managers in Product knowledge education and Sales Techniques.
- Built relationships with salon/spa partners, utilize salon/spa talent within the Experience Center.
- Created new business-driving modalities for providing products and services to internal and external customers considering brand strategy and integrity which consistently increased productivity.
- Creates, manages and executes in-store and district-wide consumer and non-profit events.

EARLY EXPERIENCE

COMPANY NAME – Corte Madera, CA

2010-2013

Acting General Manager | Customer Experience Manager | Events and Promotions

COMPANY NAME – Northern California

2008-2010

Merchandising Events & Promotions Manager

COMPANY NAME: BRAND Magazine – San Francisco, CA

2006-2008

Integrated Fashion | Retail Marketing & Events Director

COMPANY NAME: BRAND Magazine – New York, NY

2005-2006

Retail Merchandising Events & Promotions Director

COMPANY NAME: BRAND Magazine – New York, NY

2004-2005

Retail Fashion Marketing & Merchandising | Events Director

COMPANY NAME: BRAND Magazine – New York, NY

2000-2004

Fashion Marketing & Merchandising | Events Director

COMPANY NAME – New York, NY

1995-2000

National Events and Promotions Manager & Corporate Marketing | Communications Department

UNITED STATES NAVY – Norfolk, VA

1988-1992

Communications Specialist | Military Police Dog Officer | Narcotics and EOD Team

EDUCATIONAL BACKGROUND

Training:

Situational Leadership – COMPANY NAME, San Francisco, CA | 2011

Professionally media trained in Speech, Communication and Presentation – COMPANY NAME, New York, NY

Academic Qualification:

B.S. Marketing and Communication • A.A.S. Retail Merchandising/Buying | *graduated*
FASHION INSTITUTE OF TECHNOLOGY, New York, NY

HONORS & AWARDS

Dale Carnegie Highest Achievement Award – DALE CARNEGIE, New York, NY

Awarded for excellence:

Received awards for “never been done before” integrated retail programs.
Received awards for innovative retail marketing programs and outstanding leadership skills.

Willing to travel 50% OR work from home • Available for relocation.