

BEAUTY LOVE

Brand Management | Project Management | Retail Sales

CONTACT

☎ 501-555-5555

✉ beauty@gmail.com

📍 Dallas, TX

SKILLS

//Project Management

Project Development & Management
Strategic Planning & Implementation
Client Relations
Key Account Management
Vendor Management
Budgeting & Forecasting
Financial Management
New Business Development
Profit & Revenue Optimization
Market Trends & Competitive Analysis
Event Planning & Management
Social Media Management
Presentations & Proposals
Cross-Functional Collaboration
Process Improvement

//Brand Management

Customer Service & Satisfaction
Sales & Revenue Generation
Marketing Campaigns & Sales Promotions
Product Knowledge & Brand Awareness
Visual Merchandising
Trend Forecasting
Inventory Management
New Product Development & Launch
Upselling and Cross-Selling
Staff Recruitment & Training
Outbound Sales
Cold Calling

//Interior Design

Residential & Commercial Design
Interior Staging
Space Planning
Administrative Support
Procurement
Merchandising
Digital Presentations
Vendor Relations

PROFILE

Creative, client focused brand champion with 5+ years of experience in project management, luxury jewelry sales, and interior design. Skilled in designing and implementing sales strategies and managing all phases of the sales cycle, from prospecting and qualifying leads to building relationships and securing profitable sales. Successful in collaborating with clients and cross-functional teams from project concept to closure, producing high-quality deliverables that achieve clients' visions and requirements on time and within budget.

PROFESSIONAL WORK EXPERIENCE

Jewelry Client Advisor

Neiman Marcus

November 2022 – Present

Serves as a Client Advisor, delivering world class customer experiences and enthusiastically sales high-end jewelry lines.

- Engages with new and existing clients by ensuring each client's visit is memorable, personalized, and extravagant.
- Educates and provides guidance to clients by making thoughtful jewelry recommendations and sales based on their lifestyle, needs, wants, and budget.
- Contributes towards store's sales targets by consistently meeting and exceeding individual sales' goals.

Sales Consultant

Robert Irwin Jewelers

June 2021 – Present

Served as an expert and offered niche services for high-end jewelry lines.

- Provided exceptional customer service and cultivated a diverse, loyal base of customers by acquiring full understanding of individual customer preferences and offering jewelry selections based on their lifestyle, needs, wants, and budget.
- Partnered with high profile customers, ensuring outstanding customer service on special jewelry orders, repairs, and exchanges.
- Leveraged CRM system Podium to develop and manage a network of customers, generating daily upsell opportunities and converting leads to sales.
- Proactively identified opportunities to improve sales growth and increased knowledge of jewelry trends.
- Arranged designer and custom jewelry pieces to create appealing merchandising displays that optimized customer interest and potential sale opportunities.

Key Achievement

- Played a key role in increasing store's annual sales revenue by 29% within first year.
- Recognized by upper management as a top performer for consistently exceeding established sales targets, generating over \$1.1 million in revenue.
- Coaches, mentors, and trains new hires in sales strategies, visual merchandising, showroom presentations, product and brand knowledge, and industry standards and procedures.

Specialty Sales Associate

JCPenney

January 2018 – June 2021

Provided exceptional service as a jewelry expert, assisting customers based on their individual needs, seasonal sales promotions, and latest fashion trends.

- Provided high quality customer service by assisting customers during their shopping experience, making thoughtful jewelry recommendations based on their lifestyle, needs, wants, and budget.
- Increased customer retention rates by following up after purchases and planning and managing in-store events to showcase seasonal trends, as well styling ideas to increase customer engagement and sales.
- Partnered with merchandise teams to execute visual merchandise changes based on sales, inventory levels, and customer engagement.

Key Achievements

- Consistently recognized by upper management as a top performer for constantly exceeding established sales targets, ranked #1 jewelry sales associate in store and #5 in district.
- Awarded prestigious "Warrior of The Month" in March 2018 for exuding a positive attitude, leadership qualities, and outstanding customer service.
- Spearheaded semi-annual bridal events and other special events to engage high-value customers, grow revenue, and raise brand awareness.
- Selected by upper management to train, coach, mentor, and motivate new sales associates to achieve sales goals and maximize productivity.
- Directed a team of five sales associates in producing over \$800,000 in revenue for two consecutive years, boosting commission-based incentives.
- Served as a model and JCPenney representative for North Little Rock Chamber of Commerce's annual fashion show event, assisting other models with makeup, hair, and outfits.
- Represented JCPenney on news station KATV ABC 7 for an Easter special.

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CERTIFICATION

UI/UX Design Certification
May 2022

SOFTWARE

Microsoft Office Suite
Google Docs
Podium
Adobe InDesign
Canva
Photoshop
Hootsuite
QuickBooks
Intuit
Edge POS System
Salesforce

EDUCATION

Sports Medicine and Exercise Science
Belhaven University
Jackson, MS
2015-2016

PROFESSIONAL WORK EXPERIENCE

Project Manager

International Flair Designs (Kimberlyn Lacy Interiors)

August 2017 – December 2020

Supported lead designer and design teams in all phases of high-end residential and commercial interior design projects, from initial concepts through finished designs

- Accommodated and met the precise needs of designers, clients, vendors, architects, and contractors, demonstrating versatility and flexibility handling a wide array of administrative tasks, including scheduling consultations and meetings, answering and responding to phone and email inquiries, and maintaining digital resource libraries.
- Facilitated lead designer in research, planning, execution, procurement and installation of residential interior and exterior designs.
- Increased organizational efficiency and productivity by propelling projects forward through the analyzation and execution of design plans, quickly adapting and implementing ever-changing project needs.
- Synchronized the design and space-planning process, including oversight of material and furniture selection, code compliance, architectural details, and generation of program documents.
- Streamlined inventory management, digital and print media marketing, and tracked all monthly sales, expenses, and invoices in Intuit and QuickBook

Key Achievements

- Aided in the company's merger, rebrand, and relaunch with J. Ruby Interiors.
- Spearheaded a design project during Teacher's Appreciation Week that sponsored a teacher and classroom for an entire school year.
- Facilitated the training of marketing interns in company operations, procedures, and social media marketing and management.

COMMUNITY LEADERSHIP

Leader of HYPE Ministry

Longley Baptist Church

July 2018 – July 2020

Served as the Leader of the Holistic Young People Excelling (HYPE) Ministry, a ministry that serves and engages young adults ages 18-30 in fellowship, community service, and biblical teaching.

- Led and managed the church's food distribution program that fed 50+ households monthly.
- Partnered with other young adult ministries across central Arkansas to develop, plan, and host community outreach events, information sessions, and conferences.
- Organized fundraising efforts that collected and dispersed over \$1500 annually to various non-profit organizations.

Founder

Blue Jean Drive

November 2016

Founded and successfully hosted the Blue Jean Drive to collect and donate blue jeans to Mary's House of Restoration: Transitional Living for Women, a non-profit organization that provides shelter, care, and counseling to batter abused women and their children.