

WHITNEY HOPKINS, MS

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AWARD-WINNING SALES LEADER

SALES CONSULTING | BUSINESS DEVELOPMENT | CLIENT RELATIONS | BUYING & PURCHASING | CUSTOMER SERVICE

Proven Sales Strategist with award-winning background in retail sales and an **MS in Global Retailing**. Continually beats 100% of all corporate goals and exceeds sales plan by driving new business development, increasing brand awareness, and building enduring relationships with customers. Partners with store leaders and buying managers to analyze sales trends, evaluate customer needs, and develop revenue-generating buying/procurement strategies. Delivers multi-million-dollar sales by inspiring cross-functional sales teams, leading training programs, and supporting the implementation of corporate growth initiatives. Experienced in tracking & assessing Key Performance Indicators (KPIs), market trends, and customer feedback with expertise in identifying performance gaps and cultivating business solutions to optimize sales productivity.

CORE COMPETENCIES / AREAS OF EXPERTISE

Client Consultation • Customer Experience (CX) • Customer Service Excellence • Distribution
Consumer Goods Planning • Demand Planning • Market Trend Analysis • Key Performance Indicators (KPIs)
Product Assortment • Brand Management • Seasonal Promotions • Inventory Control • e-commerce • Retail Buying
Business Development • Sales & Marketing • Product Management • Visual Merchandising • Sourcing

PROFESSIONAL HIGHLIGHTS

- ✓ **Inspired excellence in sales team performance** and customer service driving retail store to over **\$5M in 2-year** sales recognition, a 42% increase in sales over a **2-year period in 2019-21** and a **#1 store ranking nationwide**.
- ✓ Grew FY22 sales productivity 22% to exceed sales plan, corporate goals, and **generate \$2M in annual revenue**.
- ✓ **Selected for & completed Study Abroad program** in Hong Kong, China, during completion of master's degree.
- ✓ Created an organizational structure that supported client consistencies through purchase product by 15-20%.
- ✓ **Increased new yearly consistent clientele by 25%** & finished 24th ranked sales associate in North America 2021.
- ✓ Instrumental in assisting Tom Ford-Las Vegas Store (2020) to generate \$57k in revenue in only a 2-week period.
- ✓ **Finished 2nd place in United States for Top Handbag Sales** while training & mentoring 20-30+ new hires a year.

PROFESSIONAL EXPERIENCE

Sales Associate (10/2019 to Present)

Tom Ford | Houston, TX

- Spearheaded a series of daily sales operations to scale revenue more than 42% delivering a \$2.3M in new sales garnering #2 ranking in specialized product line & #24 ranked sales associate across North American enterprise.
- Piloted sales and marketing strategies that drastically increased brand awareness and advanced overall new business development over 25% while yielding \$1.8M in 9-month total sales garnering #1 national store ranking.
- Consulted an elite-level 15-person salesforce, mentored multiple sales associates, and inspired transformation of underperforming store catapulting 2-week sales average to reach unprecedented \$57K for Las Vegas location.
- Collaborated with 10-member buying team to analyze market trends, evaluate customer needs, & assess specific purchase rates to develop an innovative buying plan for dozens of seasonal product lines to boost sales YoY.
- Continually earned exceptionally high marks for controlling the in-store inventory ensuring accountability while reducing shrink for multiple product lines extending across men's or women's clothing, shoes, and accessories.
- Gathered & analyzed KPIs, metrics, and sales productivity; reported key decision-making data to store managers.
- Managed specialized sales training program ensuring standardized approach to sales strategies and customer engagement while coaching & developing 20+ sales associates & new hires driving high team performance.

Sales Associate | (3/2015 to 10/2019)

Salvatore Ferragamo | Houston, TX

- Secured Top Sales Associate recognition besting 100% of corporate goals & annual sales plan by delivering \$1.7M in 2 years while inspiring team performance & productivity by coaching & mentoring cross-functional sales team.
- Streamlined a system for leveraging SAP to manage 3k+ e-commerce client orders each month while consistently ensuring accuracy and accountability of multi-million-dollar online store inventory and product distribution.

ADDITIONAL SKILLS

Microsoft Office - Excel, Outlook, PowerPoint & Word • Verbal, Written & Presentation Communication
Key Stakeholder Engagement • Analytical • Goal-Driven • Organized • Detail-Oriented • Innovative Problem Solving
Mentoring • Coaching • Salesforce • CRM • SAP • ADP Software • Adobe Creative Suite • MS Teams • WebEx • Zoom
Self-Starter • Strong Business Acumen • Team Leader • Cross-Functional Collaboration • Relationship Building

ADVANCED STUDIES

Merchandising • Buying/Product Sales • Business Operations • Logistics • Supply Chain
Forecasting • Product Development • International Product Sourcing/Distribution
Retail Market Search/Evaluation • International Trade Regulations

CERTIFICATIONS

Salesforce Pep Up Tech Certificate of Completion

Tom Ford Beauty Training Certification

EDUCATION

Master of Science (MS) in Global Retailing

University of Houston

Former Vice President & Active Member of Alpha Kappa Alpha Sorority

Bachelor of Arts (BA) in Criminal Justice

University of Texas at San Antonio