

# *Krystal L. Safford*

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## **MANAGEMENT PROFESSIONAL**

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Performance driven and result oriented manager with broad experience in office management, personnel supervision, and business support. Organized and effectively handle multiple projects in a dynamic environment. Trustworthy and loyal with an adaptive personality.

## **WORK EXPERIENCE**

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### **Store Manager Sport Clips, Mobile, AL**

**06/15 – Present**

- Manage salon staff of six employees, to include recruiting exceptional professionals to maintain salon standards
- Motivate employee with daily coaching to improve performance and overall sales.
- Supervise administrative functions and ensure all records, schedule and payroll remain up to date file appropriately.
- Coordinate customer promotion according to the corporate marketing plan to increase business.
- Consistently increase month over month revenue of a new store in a competitive location.
- Reconciled cash register to balance and closeout nightly paperwork.
- Proficiently sale and upsale products and services to clients.
- Apply specialized techniques to create haircuts and styles.

### **Salon Manager Ulta Beauty Salon, Mobile, AL**

**07/14 – 06/15**

- Managed Salon staff of eight employees to include recruiting, training, and coaching.
- Completed weekly employee work schedules and biweekly payroll approval and submissions.
- Developed and executed key strategies that focused on client experiences and maximized service sales.
- Service clients with intricate cutting, coloring, highlighting and styling techniques.
- Performed skin treatment services after individual consultation including, facials, makeup and eye lash extensions.
- Built solid customer base through referrals of previously satisfied clients.

### **Cosmetology Educator Fortis College, Mobile, AL**

**04/11 – 04/14**

- Leveraged managerial and leadership skills to promote the mission vision and values of Education Affiliates.
- Facilitate learning by teaching and following the school's published curriculum.
- Completed student's progress evaluations and performed academic counseling.
- Managed a classroom setting of 20 students to motivate and demonstrate the educational and technical skills required for the State Board of Cosmetology Exam.
- Continued education and training of new techniques or teaching methods developed or mandated during employment.
- Reconciled cash register to balance and closeout nightly paperwork.
- Provided Administration/ Clerical support by answering multi-phone lines, scheduling appointments, customer service.
- Received, routed and responded to incoming customer and business correspondence.