

Allison Ives

Luxury retail professional, business graduate, and software engineer

EDUCATION

Software Engineering Technology Diploma September 2022–Present
Centennial College, Online

Bachelor of Business Administration (Honours) September 2015–April 2020
Goodman School of Business, Brock University

WORK EXPERIENCE

Keyholder September 2023–Present
Kiehl's Since 1851, Burlington, Ontario

- Assisted with customer relationship management (CRM) portfolio
- Point person for generating marketing and other graphic design materials
- Leveraged infometrics from Retail Gold to establish daily and weekly plans
- Organized and conducted inbound and outbound activations, including yoga and ski events
- Developed specialized program to automate call list generation

Head Cashier September 2022–July 2023
Kitchen Stuff Plus, Richmond Hill, Ontario

- Managed a team of cashiers, particularly during high-pressure sales days
- Applied CRM knowledge to provide optimal guest experience

Assistant Head Coach January 2022–September 2022
ASICS, Vaughan, Ontario

- Oversaw all store operations from scheduling to inventory counts
- Helped develop new training strategies for cutting edge performance assessment tools

Assistant Manager September 2020–October 2021
Foot Locker, St. Catharines, Ontario

- Supported daily store HR functions, including recruitment and selection
- Coordinated scheduling and ongoing training functions

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Communications Assistant

January 2020–April 2020

Goodman School of Business, Brock University, St. Catharines, Ontario

- Contributed professional, promotional and journalistic pieces to support communications
- Offered editing support internally and externally through proofreading and other editing procedures

Educator

August 2019–February 2020

lululemon, St. Catharines, Ontario

- Applied communication skills to provide technical product education
- Worked in a team to surpass sales goals and continually improve guest conversion rates