

Farrah Hodgson

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PROFESSIONAL SUMMARY

Dedicated professional with demonstrated strengths in management, customer service, and trend tracking. Good at troubleshooting problems and building successful solutions. Excellent verbal and written communicator with strong background cultivating positive relationships and exceeding goals.

SKILLS

- Strategic Planning
- Accounting Oversight
- Client Relations
- Lead Prospecting
- Market Reporting
- Color Theory
- Organization
- Graphic Design
- Web Development

EXPERIENCE

SEPTEMBER 2017-CURRENT

Market Manager

Sherwin-Williams Canada | Fredericton, New Brunswick

- Identifying areas for improvement based on in-depth market, process, and competitor analyses.
- Sustained year-over-year increases with continuous prospecting and relationship-building efforts.
- Managing staff, which includes recruiting and hiring, scheduling, training, delegating work assignments and evaluating work performance.
- Perform operational skills such as financial reports, credit and accounts receivable performance, scheduling, and inventory control.
- Wholesale and retail customer service skills, including problem solving and handling customer complaints.

OCTOBER 2015 -OCTOBER 2016

Color Consultant

The Paint Store | Fredericton, New Brunswick

- Selected finishes, colors, and products to complete residential and commercial projects as a Cloverdale Paint supplier.
- Maintained current knowledge of trends in materials and techniques in interior design.
- Tinted paint colors as per customer needs.
- Excelled at custom color matching.

MAY 2010-APRIL 2011

Customer Service Representative

General Paint | Calgary, Alberta

- Built trusting relationship with customers to better understand needs.
- Kept records of customer transactions, recording details of jobs, colors and products used.
- Assisted with processing orders, answering telephone inquiries, operating POS system, and handling cash.
- Handled opening and closing the store, filing end of day reports, and completing bank deposits.
- Held warehouse responsibilities including paint production, stock, equipment maintenance, special orders, and overall cleanliness.
- Implemented quality control and demanded work orders to be correct before reaching the customer.
- Received awards in customer service due to excellent performance and suggestive selling.

FEBRUARY 2005-MARCH 2010

Customer Service Representative

Cloverdale Paint | Calgary, Alberta

- Produced new accounts bringing the company to its yearly financial goal.
- Excelled at color matching.
- Assisted with processing orders, answering telephone inquiries, operating POS system, handling cash. opening/closing the store, filing end of day reports, and completing bank deposits.
- Advanced in company procedure by attending weekly conference calls.
- Held warehouse responsibilities including paint production, stock, equipment maintenance, special orders, and overall cleanliness.
- Trained new staff on tinting and color matching techniques.
- Implemented quality control and demanded work orders to be correct before reaching the customer.
- Received certifications in Color Theory and Professional Color Consultation through work training.

SEPTEMBER 2001-DECEMBER 2004

Floor Manager

Marks | Calgary, Alberta

- Managed daily sales and operational plans and efficiently addressed issues to maintain efficiency and order.
- Resolved patron complaints and issues with diplomatic communication and actionable solutions to restore satisfaction.
- Met coverage demands, setting effective schedules and optimizing assignments.
- Trained and developed team members in company policy adherence, customer service and sales.
- Scheduled and monitored team member hours and delegated duties based on business demands.
- Verified completion and quality of opening and closing duties.
- Coordinated merchandising of new products and planned floor moves.

APRIL 2001-SEPTEMBER 2001

Fitness Consultant

Dynamic Health & Wellness Centre | Calgary, Alberta

- Tracked progress and personal administrative records to help clients reach goals.
- Delivered advanced or specialized activity instruction to individuals.
- Implemented and supported company programs and promotions to generate PT client acquisition for member base penetration.
- Created and wrote workouts using functional movements designed to target muscle groups, increase cardiovascular strength, and accommodate fitness levels.
- Cared for equipment and facility to maintain neat and clean work environment.
- Protected clients by advising on proper clothing, techniques, and equipment.
- Promoted fitness activities and classes to achieve desired personal training revenue and session production goals.

EDUCATION

Certification – Full Stack Web Development

October 2023

University of New Brunswick, Fredericton, NB

Front-end proficiencies include HTML, CSS, JavaScript, jQuery, responsive design, and React

Back-end proficiencies include APIs, Node, Express, MySql, sequelize, MongoDB, Mongoose, and GraphQL

Personal Trainer Specialist – Fitness Professional

July 2002

Can-Fit-Pro (Canadian Fitness Professionals Organization), Calgary, AB