# GLENN LAW

## Contact

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github.com/glennlaw-0

## Most Recent Experience

**Barton Perreira, New York, NY - Account Manager**
*August 2016 – April 2020*

● Developed and executed roadmaps for a portfolio of 20 accounts, ensuring successful adoption, continual engagement, and sell-through of Barton Perreira Products.

● Initiated business review presentations for key accounts quarterly, discussing phase implementation, ROI, and new products leading to cementing over 50 relationships with buyers plus c-level management teams.

● Identified client goals and worked closely with the partnership teams to bring marketing campaigns to life in 5 key accounts each quarter.

● Produced strategies using Joor for client management & purchase orders, which led to 100% retention, 10% account expansion, and increased purchase orders.

**Luxottica , New York, NY - Brand Ambassador**
*July 2015 – July 2016*

● Co-ordinated the Persol relaunch at Bergdorf Goodman, implemented 4 focus weeks and training sessions, which improved sales by $10,000 in the third quarter.

● Initiated and managed relationships with key accounts; wrote and executed business plans that resulted in a 114% ($120K) increase in division revenue over a year.

● Sustained ongoing product knowledge training, analyzing luxury market trends, promoting seasonal incentives, upholding service standards for three New York-based accounts (Saks Fifth Avenue, Neiman Marcus, Barneys New York).

● Reduced Saks accounts' inventory shrinkage by 10% while further increasing sales by implementing a double-check inventory strategy.

## Education

**Berkeley College**, New York, NJ
Bachelor's Degree; Business Administration and Management *2016*

## Profile

Having spent ten plus years optimizing brand relationships for SMBs in the luxury retail industry, I know a thing or two about the importance of connection. I'm passionate about all things photography and tech related, I particularly enjoy building designs that elevate user experience. When I am not working, I enjoy attending development workshops.

## Skills

HTML, CSS, Javascript, React, GSAP JS, Git, MS Office, SalesForce,

## Projects

- Weather App (Accuweather API)

https://github.com/Glennlaw-0/Wanderlust

- Ravenous (Yelp API)

https://github.com/Glennlaw-0/Ravenous

- To Do List ( React, React Hooks)

https://github.com/Glennlaw-0/todolist

- Wanderlust (FourSquare, OpenWeather API)

https://github.com/Glennlaw-0/Wanderlust

- Jamming (Spotify API)

http://jammobius.surge.sh/

**For full CV and Project Portfolio, please visit:**
https://itsglennlaw.com