

Lauren Garcia

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Detail oriented, highly versatile individual with experience in omni-channel & sales. Possess adaptable leadership skills & disciplines that contribute to organizational success. Talent for capitalizing on growth opportunities and managing a result driven team. I am very disciplined, responsible, and reliable

Sultre, Inc.

December 2019 to Present

Store Manager/ Director of Online Presence

- Responsible for total store & online operations, customer & employee experience of a \$2M apparel boutique;
- Work closely with the owner to drive an omnichannel strategy, driving the customer experience across all touchpoints, including the physical store and online experiences including engaging our 11k+ customers.
- Specific responsibilities include customer engagement & selling, monthly schedule creation, shipment receipt & inventory control, merchandising, interviewing of all candidates, hiring & training;
- Assisted in placement of product and profitability through visual merchandising
- On average lead a team of 5 sales associates, providing daily direction and prioritization of work to represent the Sultre brand
- Website design has included the uploading of all content, product merchandising & research to improve SEO & drive out of state & worldwide traffic. Worked with Facebook Channel Manager and Ecommerce Manager to manage all products & their shop-ability.
- Most recently attended Miami Swim Week 2021 and engaged with vendors, strengthening relationships & placing notes for upcoming collections.

Sales Associate

August 2018-December 2019

- Responsible for strengthening the brand experience through assisting customers and actively selling. Assisted in opening & closing the store, receiving & processing orders & maintaining overall store presentation.

Tuni's, Inc.

Intern

June 2016-August 2016

- Assisted the owner in a variety of daily tasks including preparing clothing to be brought to the sales floor, creating promotional signage & organization of the store.

Education

Florida State University

Bachelor of Science in Business Management 2015-2019

Bachelor of Science in Retail Entrepreneurship 2015-2019