

# CORNELIA HERMAN

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## OBJECTIVES

My education, experience and employment record demonstrate my ability to learn quickly, work hard, lead teams and innovate. I look forward to developing systems for efficient project completion and providing creative guidance and solutions.

## APPLICABLE SKILLS

- Microsoft Word/ Excel/ PowerPoint/Access
- Adobe Omniture
- Optimizely
- ExactTarget
- VectorWorks, AutoCAD, Adobe Photoshop/ Illustrator/ Indesign
- Managing large teams of 60 - 100

## WORK EXPERIENCE

**ALLCONNECT, Houston, TX**

**August 2013- Present**

*Utility Comparison Website and Service*

### **Consumer Experience Analyst**

- Maintain provider partnerships and relationships to help grow and innovate our product by hosting weekly or biweekly calls and proactively contacting based on necessity
- Control the presentation of products for providers on multiple websites via the hybris management console (an SAP system) and a unique Whitefence platform
- Advance the transition of all sites and providers from the Whitefence platform to the new platform while maintaining sales goals
- Analyze sales weekly and monthly to create initiatives that increase conversion based on site and customer type
- Manage actions of multiple departments to enhance the user experience as well as ensure compliance with state regulation for electricity or natural gas
- A/B test sites to improve conversion and gain customer insight
- Facilitate the successful implementation and maintenance of new APIs which result in an average increase in accept rates of 15%
- Train external groups on how our system works and how to use our order processing tool

**URBAN OUTFITTERS - Houston, TX and Washington, DC**

**October 2011 - August 2013**

*Retail store*

### **Department Manager**

- Controlled the daily operation of the store by delegating tasks to 3-8 associates which increased the day's sales by up to 64% from last year
- Maintained and delegated tasks for a department that composed 54% of the store's business
- Controlled the floor of the fifth highest grossing Urban Outfitters in the company, while maintaining and delegating department task that composed 25% of that volume

- Fostered operational and visual knowledge of the women's accessories team leaders to ensure their success and upward movement
- Grew associates into leaders to continue productivity of this location as well as the company
- Supported corporate merchandisers and operational heads during prototyping of seasonal concepts for all Urban Outfitter's stores
- Strategically placed product to compliment women's apparel while simultaneously considering the target customer, juxtaposition and weekly sales results.

**URBAN OUTFITTERS, Tyson's Corner- McLean, Virginia**

**May 2007- October 2011**

*Retail store*

**Sales Associate and Women's Accessories Team Lead**

- Provided excellent customer service which resulted in being the weekly top seller multiple times
- Operated the sales floor in order to insure sale's associate productivity and manager awareness
- Built fixtures and reformat sales floor to assist the store's display artist during seasonal changes
- Analyzed weekly reports to present products to produce more sales

**EDUCATION**

JAMES MADISON UNIVERSITY, Harrisonburg, Virginia

**Bachelor of Science Cum Laude in Studio Art (Concentration: Industrial Design) with a Minor in Integrated Science and Technology (Concentration: Manufacturing), December 2010**

UMBAU, Vienna, Austria

May 2009-June 2009

An abroad study in Interior Design, Industrial Design, Graphic Design, and Architecture.  
Firms visited include: Breaded Escalope, Eoos, Walking Chair, Troy, Coop Himmelblau

**MEMBERSHIPS AND AWARDS RECEIVED**

Dean's List Fall 2006-Fall 2010

Golden Key Honor Society 2009-2010

National Society of Collegiate Scholars 2007-2010

James Madison University Junior Artist Achievement Award - Spring 2010