

CHRYSTYNA LAPPIN

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SUMMARY

Experienced customer service and sales support professional with excellent communication, presentation and marketing skills. Highly motivated, detail oriented, strong administrative, organizational skills, quick learner of new systems.

WORK EXPERIENCE

SOMERS GIFT SHOPPE, Somers, CT

2003 -PRESENT

Proprietor of small retail gift shop

Handle all daily operations and aspects of store, bookkeeping and statistical retail data, purchase all inventory. Create all advertising, promotions, mailings, flyers, branding, merchandising, website content. Doubled revenue after first year.

MASSMUTUAL FINANCIAL GROUP, Springfield, MA & Hartford, CT

1996-2003

Administrative Assistant/Marketing Specialist for major Insurance Corporation

Supported Vice President, Assistant Vice Presidents, Managers and departments in full administrative capacity
Budget and Salary Coordinator, supported Sales and Marketing team projects, load intranet website content
Utilized Microsoft Suite, mainframe and intranet systems. Provided customer service to internal and external clients.
Co-founded DI Administrative Assistants team in 2002, drove project to document/centralize procedures & forms

PRIMERICA FINANCIAL SERVICES, Springfield, MA

1993-1996

Administrative Assistant/Receptionist for independent Insurance Agency

Performed all office & accounting duties, maintained office and client files, prepared literature and kits for agents.
Assisted in telemarketing, preparing for client seminars, new recruit training presentations and created flyers.
Handled all travel and seminar arrangements. Completed insurance licensing courses and held insurance license.

ASSOCIATED MERCHANDISING CORPPRATION, New York City, NY

1989-1992

Product Administrative Assistant for major Fashion Design company

Assisted in creative research ranging from the designing of new products to import to stores implementation.
Responsible for providing all trade show and product retail statistical figures, produced monthly volume reports.
Managed office during Merchandising Analyst's travel trips, acted as liaison between buyers and factories.

Penn Metro, Inc., New York City, NY

1988-1989

Administrative Assistant/Receptionist for HVAC company

All front desk duties, prepared clientele proposals, presentations, and letters for signature, daily schedules.
Accounting responsibilities included logging invoices, paying monthly bills, staff expense reports.

N.W. Ayer, New York City, NY

1988-1988

Assistant Traffic Planner for major Advertising Agency.

Responsible for sending out instructions, tapes and schedules for television and radio commercials.
Opened and closed commercial job profiles, handled any airing, tape, or timeslot discrepancies.

EDUCATION:

Fashion Institute of Technology, New York City, NY

1988-1991

- Attended night courses: Majored in Fashion Buying & Marketing; Minored in Fashion Design

Hunter College, New York City, New York City, NY

1987-1988

- General business studies

OTHER EXPERIENCE

- Voted 2008 Best Gift Shop in Somers, CT by North Central News Poll Readers
- Organized and ran 2005 Somers Arts & Crafts Labor Day Show in Somers, CT
- Chaired or served on various committees & ministries; Bethany Baptist Church, 1995-Present