

# Itwela Ibomu

[deanandnostrand@gmail.com](mailto:deanandnostrand@gmail.com) | (678) 278-5036 | Atlanta, Ga

## EDUCATION

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### Western Governors University

*B.S Software Engineering – Grad date: 2026*

## EXPERIENCE

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### Zoa Energy

*Retail Sales Specialist February 2023 – Present*

- Drive retail sales by promoting and selling Zoa Energy Drinks in assigned territory.
- Cultivate strong relationships with store managers and staff to enhance product visibility and boost sales.
- Conduct engaging product demonstrations and tastings to educate customers about the benefits of Zoa Energy Drinks.

### Customer Service/ Store Support

*Lowe's, Atlanta, GA / April 2021 - Feb 2022*

- Photographed displays and signage, enhancing visual appeal.
- Planned and executed commercial displays to attract customers.
- Applied pricing and descriptive signs to merchandise and fixtures.
- Adapted window displays and signage based on inventory changes.
- Collaborated with display designers and managers for implementation.
- Constructed displays using various materials.
- Coordinated with team members to source display items.

## **Sales Consultant**

*Jimmy Jazz, Atlanta, GA / Jan 2020 - Mar 2021*

- Provided excellent customer service and product knowledge.
- Utilized upselling techniques to increase sales.
- Processed payments and maintained cash registers.
- Managed inventory and restocked shelves.
- Ensured store security and responded to risks.
- Coordinated special orders and assisted customers with returns.

## **Team Member**

*Chick-fil-A, Atlanta, GA / Dec 2018 - Dec 2019*

- Maintained cleanliness and hygiene standards.
- Operated cooking equipment and prepared food.
- Stocked and restocked workstations and display cases.
- Corporate Ambassador Dell, Atlanta, GA / Mar 2022 - Dec 2022
- Developed product information and strategies for campus interest.
- Coordinated with departments and participated in local marketing events.
- Provided timely and friendly customer service.
- Built relationships with customers and store management.
- Promoted product features and managed marketing materials.
- Conducted store visits to engage customers and gather market intelligence.

## **Inventory Management**

*Macy's, Atlanta, GA / Oct 2022 – Feb 2023*

- Created compelling signage for product promotions.
- Designed up-to-date advertising and marketing displays.
- Strategically placed merchandise for maximum visibility and sales.
- Printed labels and tags for merchandise.
- Coordinated planogram execution with store management.
- Updated seasonal displays for windows and mannequins.

## **Product Manager**

*RBG Fit Club, Atlanta, GA / June 2016 – Jan 2022*

- Oversaw planning, development, and implementation of consumer products.
  - Analyzed customer data and collaborated with cross-functional teams.
  - Increased peak-time traffic by 20%.
  - Traveled to meet with clients for product development and updates.
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## **Soft Skills:**

1. Customer service and store support
2. Leadership
3. Rapport building with customers
4. Communication skills
5. Time management
6. Attention to detail
7. Teamwork and collaboration
9. Upselling

## **Hard Skills:**

1. Market research
  2. Research and trend analysis
  3. Business planning
  4. Adobe Suite (software)
  5. Power equipment operation (e.g., grills, fryers, griddles)
  6. Food preparation and sanitation standards
  7. Display planning for commercial purposes
  8. Field intelligence gathering
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