

Kristyn Holland

holland.kristyn@gmail.com | (803)837-0151

EXPERIENCE

Caron Callahan

E-commerce, Wholesale, and Studio Manager

Aug 2019 – Present

- Maintain the website by regularly updating with new products and build & manage an online showroom for wholesale each season.
- Implemented new systems and processes for wholesale ordering, wholesale and ecommerce fulfillment processing, and customer experience management, and trained team members in each of these new systems.
- Managed and oversaw all aspects of photo shoots including casting models, booking studios and photographers, planning shot lists and maintaining the flow of the shoot.
- Managed and analyzed retail, online, and wholesale inventory, while overseeing inventory management.
- Maintained and organized studio through weekly supply ordering and bill payments.
- Led ecommerce fulfillment and order processing, averaging 50+ orders per week.

Freelance UX Designer

June 2018 – Present

- Work with clients to create wireframes, user flows, style sheets as well as branding and overall presence.
- Create end to end projects for clients' websites including e-commerce functionality and establishing an online presence.

imogene + willie

Customer Experience Lead

Nov 2018 – Aug 2019

Store Director

May 2017 – May 2018

Retail Specialist

Oct 2016 – May 2017

- Oversee and manage ecommerce & retail customer inquiries (150+ per week), while establishing internal workflows to enhance customer experience.
- Led team to maintain imogene + willie brand, culture, and vision, while directing Nashville retail operation to achieve sales goals, by increasing average daily sales by 100%.
- Directed retail staff of 10-15 and managed scheduling, hiring, and training to expedite i+w product knowledge.
- Managed and analyzed retail and warehouse inventory, while overseeing inventory management system and POS overhaul.

20|20 Research/The Joseph School

Sept 2015 – Sept 2016

Executive Assistant to the President

- Provided high-quality executive support services to the Founder and President through daily tasks such as scheduling, email management, and travel arrangements.
- Coordinated events, marketing, public relations, advertising, exhibiting, and social media programs.

APA, Agency for the Performing Arts

Artist Coordinator & Executive Assistant to the Head of Concerts

Feb 2015 – Sept 2016

Executive Assistant to Corporate & Special Events Agent

June 2014 – Jan 2015

Receptionist & Front Desk Manager

Jan 2014 – May 2014

- Facilitated agency representation of 13 clients, worth a combined annual commission of \$2.5 million, in addition to coordinating with clients' business and tour management, press, and digital marketing teams.
- Responsible for managing contracts; coordinating with venues, buyers, and promoters; organizing client route sheets, deposits, and payments; overseeing ticket counts reports and on-sale and release dates.

EDUCATION

Bloc, UX/UI Design

Jan 2018

Clemson University, B.A Political Science

May 2011

SKILLS

Shopify ♦ G-Suite ♦ Webflow ♦ Excel ♦ Sketch ♦ Illustrator ♦ HTML ♦ CSS ♦ Dropbox