

# KIM HASKELL

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## Skills Summary

Marketing and customer service specialist with a strong work ethic, effective at leading and managing teams, and driving traffic and sales goals through creative marketing, event planning, and excellent customer service.

## Education

*Fashion Merchandising / Philadelphia University / 2012*

## Experience

### ***KJUS***

Boulder, CO

*Customer Service / Marketing Coordinator: May 2018 – March 2020*

- Opened and merchandised pop up stores and oversaw staffing and training of employees.
- Contributed to stores profitability by creating marketing plan and events.
- Partnered with marketing team to establish visual displays for all trade shows, tournaments, and other marketing events
- Managed wholesale accounts ordering and invoicing processes.
- Handled all return authorizations and refunds in a timely manner.
- Lead the warranty department and processed all repairs and credits as needed.
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### ***Dillard's***

Broomfield, CO

*Visual / Area Manager: October 2016 – May 2018*

- Interview job candidates and assist with new hire training.
- Oversee associates in accessories department, as well as oversee entire store when upper management is off.
- Increased profits in area through effective sales training and troubleshooting profit loss areas.
- Coordinate with managers to promote and market store-wide events to increase sales.

- Facilitate events in area to drive sales. Responsible for marketing events and creating goals for staff.

### ***Freebird Store Headquarters***

Denver, CO

#### ***Inventory Support Specialist: 2015 – 2016***

- Updated and aided in implementation of new POS system.
- Implemented new tracking system for store transfers and damages.
- Managed store replenishment for six stores on a bi-weekly basis.
- Verified computations against physical count of stock.
- Coordinated communication with merchandise operations and vendors for PO creation and maintenance.

### ***Title Nine***

Boulder, CO

#### ***Assistant Store Manager: 2014–2015***

- Trained and developed new staff on POS system and product knowledge.
- Conducted store inventory once yearly and upheld standards to maintain inventory throughout the year.
- Responsible for cash handling and deposits.
- Increased profits through effective sales training and store events.
- Oversaw social media accounts and marketing. Increased community awareness through events and running group.

### **Skills**

- Excel, Word, and PowerPoint proficient
- Excellent communication skills
- Creative marketing and community outreach
- Initiative and problem-solving abilities
- Leadership and self-motivated
- Strong visual merchandising background