

RACHELLE ADAMS



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SUMMARY

Problem-solving people person passionate about helping clients and businesses achieve their goals. Sales and Marketing professional with established excellence in leadership, talent development, and client relations. Demonstrated capacity for learning skills quickly and applying them successfully. Actively pursuing career opportunities that engage both sides of the brain.

EXPERIENCE

ATLANTA ARBOR: TREE CARE SPECIALIST

Full-service arboriculture company specializing in residential, commercial, and municipal tree health, care, and safety

Scheduling Coordinator | Marietta, GA | 8/2014 – Present

- Manages all aspects of business calendar, including client projects, crew routes, and arborist schedules
- Assists in content creation and planning for company blog and social media accounts
- Coordinates vendors, accommodations, and supplies for quarterly company events
- Provides administrative and operational support to Business and Marketing Managers

LANE BRYANT

Specialty retail boutique with \$1.2M in volume and 10+ employees

Sales Manager | Kennesaw, GA | 8/2014 – 7/2016

- Built clientele using consultative selling techniques and omni-channel product knowledge
- Trained staff in customer service and operational best practices to maximize KPI growth
- Identified and developed 2 top-performing associates to key-holding positions within district
- Analyzed business metrics to project/exceed sales goals and performed other essential administrative duties

SKILLS

Customer Service
Sales Consulting
Marketing Strategy
Data Analysis
Team Leadership
Training & Development
Event Planning
Project Management
Office Administration
Microsoft Office Suite
Apple iWork Suite
Windows & Mac OS
Social Networking
Visual Merchandising
Loss Prevention

EDUCATION

BBA, Economics
Kennesaw State University
Kennesaw, GA
2007 – 2012 | GPA 3.5
Minor in Film Studies

ACHIEVEMENTS

Dean's List | 2009 – 2012
Kennesaw State University

Honor Society Inductee
Omicron Delta Epsilon



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EXPERIENCE (CONTINUED)

AT HOME: DÉCOR SUPERSTORE

*Big-box retail warehouse with \$2.5M in volume and 30+ employees*Operations Supervisor | Kennesaw, GA | 1/2013 – 8/2014

- Directed all store operations related to receiving, inventory, merchandising, and warehouse safety
- Streamlined freight procedures to reduce overall process time (truck to sales floor) by 25%
- Identified and developed 3 top-performing associates to supervisory positions within store

Back Office Manager | Kennesaw, GA | 8/2012 – 1/2013

- Performed administrative and HR functions to support store management in fast-paced retail environment
- Assisted District Manager in compiling multi-store reports for monthly corporate conference calls
- Maintained office organization, supply inventory, files, databases, and confidential records

BARTRENDR, INC.

*Social networking startup that provides consumer insights to beverage and nightlife brands*Marketing Specialist | Atlanta, GA | 2/2012 – 9/2012

- Developed marketing strategies and leveraged social media to promote California startup brand
- Analyzed engagement metrics and collaborated with developers to improve user experience
- Provided executive support to Marketing Manager, including calendar management and travel arrangements

KENNESAW STATE UNIVERSITY

*Department of Sports and Recreation*Student Assistant | Kennesaw, GA | 8/2010 – 5/2011

- Managed front desk reception duties and provided clerical support to department staff
- Developed social media presence of department to increase campus engagement and event attendance
- Delivered technical support to staff following rollout of improved database management system

CERTIFICATIONS

White Belt

Six Sigma

2016 – Present

Powered Industrial Truck
Operator*Occupational Safety and
Health Administration*

2013 – Present

VOLUNTEER WORK

Kennel Assistant

Atlanta Humane Society
Atlanta, GA

2013 – Present

Tutor

Kennesaw State University
Kennesaw, GA

2008 – 2011

Merit Badge Instructor

*Girl Scouts of Greater
Atlanta*

Kennesaw, GA

2009 – 2010

Blood Donor Ambassador

American Red Cross

Kennesaw, GA

2008 – 2010

Youth Mentor

Boys and Girls Clubs of