

RACHELLE ADAMS



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linkedin.com/in/adamsrachelle

SUMMARY

Problem-solving people person passionate about helping clients and businesses achieve their goals. Emerging Real Estate 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

LANE BRYANT

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

Sales & Merchandising Lead | Kennesaw, GA | 08/2014 – Present

- Builds clientele using consultative selling techniques and omni-channel product knowledge
- Trains staff in sales, merchandising, and loss prevention best practices to maximize KPI growth
- Analyzes business metrics to project/exceed sales goals and performs other essential administrative duties

AT HOME: DÉCOR SUPERSTORE

Big-box retail warehouse with \$2.5M in volume and 30+ employees

Operations Supervisor | Kennesaw, GA | 01/2013 – 08/2014

- Directed all store operations related to receiving, inventory, merchandising, and warehouse safety
- Streamlined freight procedures and reduced overall process time (truck to sales floor) by 25%
- Recruited for Corporate Buyer program and gained exposure to forecasting and procurement

Back Office Manager | Kennesaw, GA | 08/2012 – 01/2013

- Performed administrative and HR functions to support store management in fast-paced retail environment
- Maintained office organization, supply inventory, files, databases, and confidential records

SKILLS

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

EDUCATION

Certificate, Real Estate
Property Management
Kennesaw State University
Kennesaw, GA
Expected 11/2016

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



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EXPERIENCE (CONTINUED)

BARTRENDR, INC.

Social networking startup that provides consumer insights to beverage and nightlife brands

Marketing Specialist | Atlanta, GA | 02/2012 – 09/2012

- 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

SIMON PROPERTY GROUP

1.2M ft² regional shopping mall with 200+ tenants and vendors

Marketing Intern | Kennesaw, GA | 08/2011 – 12/2011

- Coordinated marketing programs to drive traffic and sales for commercial tenants
- Managed key online programs and social media to enhance customer experience through technology
- Assisted with on-site event planning to foster relationships between businesses and community members

KENNESAW STATE UNIVERSITY

Department of Sports and Recreation

Student Assistant | Kennesaw, GA | 08/2010 – 05/2011

- 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

Michael J. Coles College of Business

Tutor | Kennesaw, GA | 01/2009 – 05/2010

- Conducted individual and group tutoring sessions in business and math subjects
- Utilized MS Office suite to create learning materials, schedule and confirm sessions, and track student progress

ACHIEVEMENTS

Dean's List | 2009 – 2012
Kennesaw State University

Honor Society Inductee
Omicron Delta Epsilon

VOLUNTEER WORK

Kennel Assistant
Atlanta Humane Society
Atlanta, GA
2011 – Present

Farm Hand
KSU Hickory Grove Farm
Kennesaw, GA
2013 – 2015

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 America
Vallejo, CA
2003 – 2007