

# RACHELLE ADAMS

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(415) 578-0848



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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  
America*

Vallejo, CA

2003 – 2007