

Dara Brackett

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Authorized to work in the US for any employer

Work Experience

Hair Stylist

Halo Salon - Flemington, NJ

August 2022 to Present

Director

The Learning Experience - Hillsborough, NJ

June 2022 to July 2023

- Exceptional knowledge of child development theory and practice
- Strong child care teaching experience
- Profound knowledge of appropriate and safe child activities
- Excellent ability to interpret and implement multiple program standards and policies
- Superior ability to develop and implement staff-related programs
- High expertise in planning supervising and delegating work to subordinate staff

Customer Success Specialist

CARS LLC

February 2021 to May 2023

- A provider of effective email marketing solutions to small and mid-sized businesses and associations.
- Worked directly with cross-functional internal and external teams creating and delivering online and automated marketing and sales initiatives using web-based software.
- Ensured positive customer experience by proactively managing and growing customer relationships.
- Conducted online application demos for potential clients with 80% leading to direct sales.
- Provided timely resolution of product and accounting related customer support issues.
- Exercised independent judgment and analysis in determining the best method(s) to resolve issues and ensure customer loyalty and satisfaction.
- Exercised strong ability to multi-task and work cross-functionally in a dynamic environment while still training new hires.
- Perform periodic customer success reviews that confirm satisfaction, resolve issues with the help of the Technical Support team, and expand Salesforce use throughout the account.
- Develop tools, processes and best practices to ensure customers are realizing the greatest possible value.
- Work closely with the Sales and Professional Services teams to share customer insights that inform additional product and service sales opportunities.
- Maintain over 140 customer accounts and manage a rotating portfolio of new clients to ensure a successful implementation and application of software.

Hair Stylist/Receptionist

Salon Dare - Hillsborough, NJ

October 2018 to April 2022

- Customer Service Specialist
- Developed reputation as preferred stylist for balayage coloring treatments
- Introduce clients to hair products designed for their hair type; increased product sales 16% within initial 2 months of hire
- Instituted improved system to track client records, previous services and product purchases
- Warmly greeted guests and offered refreshments to create an inviting experience
- Provided consultations and hair services, including cutting, coloring (highlights, lowlights, ombre and balayage), perming and styling
- Encouraged clients to adopt hair care maintenance routine specific to their needs and goals
- Demonstrated creative artistry and technical skill in designing and executing a full range of hair services, including cut, color, and other chemical and non-chemical treatments.
- Helped plan and launch special events, creative promotions and social media marketing campaigns that brought in scores of new clients while strengthening relationships with existing customer base.
- Built enduring client relationships and a thriving customer base of repeat and referral business.
- Communicated effectively with customers and peers, building outstanding and lasting working relations to ensure smooth operations.
- Maintained a sanitary and inviting establishment to entice new business opportunities and maintain current customer base.
- Handled numerous administrative functions to support company efforts, including answering phones, completing data entry and scheduling appointments.

Social Media Manager

The Day Spa at Hair Plus - Hillsborough, NJ

June 2016 to October 2018

- Jumpstart all social media accounts.
- Managed: Twitter, Facebook, and Instagram.
- Made up promotions, advertisements, and flyers.
- Made sure weekly emails were sent out for promotions and new hires.
- Communicated with all staff due to sending images of their work to be posted.
- Managed website for up to date trends, about the salon, about the staff, price lists, and schedules.
- Helped plan and launch special events, creative promotions and social media marketing campaigns that brought in scores of new clients while strengthening relationships with existing customer base.
- Analyzed and reported social media presence, engagement, and effectiveness on all platforms
- Engaged in consistent interactions with clients and neighborhood/county.
- Responsible for final proofs of all customer facing and presentation materials, including customer newsletters, online and print advertisements.
- Researched products and authored blog posts and reviews.

Customer Service Manager (CSM)

Ten Pin Lanes - Manville, NJ

March 2013 to September 2016

- Oversaw the operations and staff of the bowling alley.
- Ensured that all operations of the bowling alley are running smoothly.
- Organized birthday parties, marketing strategies, and hospitality.
- Scheduling.

- B2B Sales.
- Opening and closing of Register.
- Covered bar for night life, and events.
- Made sure maintenance was on top of lanes and presentation of the bowling alley.

Guest Care Team Lead Receptionist and Sales

Beyond the Fringe - Hillsborough, NJ

May 2008 to June 2016

- Designed and produced electronic publications including press releases and newsletters
- Responsible for jump-starting and maintaining social media accounts
- Served as an enthusiastic and welcoming first point of contact for this busy and high end salon.
- Scheduled all appointments and worked with stylists to ensure schedules were pleasing.
- Helped to maintain a clean and inviting salon atmosphere.
- Administered all payments and maintained organized financial records and receipts.
- Handled inquiries about the salon and provided detailed information about the salon offerings.
- Providing and elevated customer service experience to generate a loyal client relationship.
- Restocking inventory every month and reviewed cash operation data to verify proper replenishment.
- Maintaining complete knowledge of correct maintenance and use of equipment.
- Managed a high-volume workload within a deadline-driven environment.
- Resolved an average of 250 inquiries in any given week consistently met performance goals in all areas.
- Responsible for monthly client call-backs to ensure their experience was exemplary as well as resolving any client complaints.
- Operate telephone switchboard to answer, screen, or forward calls, providing information, taking messages, or scheduling appointments.
- Greet persons entering the establishment, determine nature and purpose of visit, and direct or escort them to specific destinations.
- Transmit information or documents to customers, using computer, mail, or facsimile machine.
- Operate telephone switchboard to answer, screen, or forward calls, providing information, taking messages, or scheduling appointments.
- Perform administrative support tasks, such as proofreading, transcribing handwritten information.
- Operating calculators or computers to work with pay records, invoices, balance sheets, or other documents.
- Sales, selling L'Oréal products to customers and marketing on social media.

Assistant Director and Teacher

The Learning Experience - Hillsborough, NJ

August 2011 to 2016

Assistant Director:

- Executed daily operations of the daycare
- Planned, developed and administered educational programs
- Conferred with parents regarding facility activities, policies and enrollment procedures
- Structured and maintained a fun healthy and educational environment for children and parents.
- Arranged medical attention for ill or injured children in accordance with parental instructions.
- Worked with the overall supervision of staff and children on a daily basis.
- Prepared and implemented the teacher schedules to ensure that operations were adequately covered.

- Worked under the direction of the senior director to accomplish various daily tasks, including managing paperwork, creating reports for parents, collecting payment, daily news letters, state child to teacher ratios, and providing customer service.

Kindergarten Teacher Assistant:

- Prepare Daily Activities.
- Assess Student Needs.
- Maintain a Clean Classroom.
- Supervise Children and Enforce School Policies.
- Assist Students with Daily Tasks.
- Ability to design and implement discovery based learning.
- Ability to foster children's appetite for learning.
- Ability to establish a positive relationship with parents and other professionals.
- Possess sensitivity to the needs and feelings of young children.
- Good understanding of early childhood development.
- Current knowledge of Early Childhood Education and Development and the use of various age-appropriate instructional practices.
- Demonstrated proficiency in helping create and implement a developmentally appropriate curriculum designed to promote children's emotional, cognitive, social and physical development.
- Strong track record of establishing a warm, caring and orderly environment while effectively supervising children in a wide variety of settings.
- Experienced in ensuring strict adherence to state certification standards including high quality health and safety standards.

Teacher Assistant

YMCA Day Care Program - Hillsborough, NJ
February 2011 to July 2011

- Directed arriving children into the school environment by greeting them, helping them remove outerwear, and selecting activities of interest to them.
- Monitored 10-15 children, planned and supervised class projects, field trips, visits by guests, or other experimental activities, and guided children to learn from those activities.
- Monitored inventory for children's nutritional needs, served meals and snacks in accordance with nutritional guidelines, assisted children in sanitary meal cleanup methods.
- Maintained and organized confidential filing system with all client records.
- Created daily lesson plans for children based upon an age appropriate guideline.
- Met with parents and guardians to discuss their child's progress and needs, determine their priorities, and suggest ways that they can promote learning and development.
- Supervised kindergarteners before and after school and helped with homework.
- Filled out Individual Development Plans and maintained portfolios for preschoolers.
- Led class in absence of lead teachers.

Education

Bachelor's degree in Business

William Paterson University - Wayne, NJ
September 2014 to January 2016

Associate in Education

Raritan Valley Community College - Branchburg, NJ

2011 to 2014

Technical High School - Bridgewater, NJ

2009 to 2010

High school diploma

Hillsborough High School - Hillsborough, NJ

2006 to 2009

Graduated in Cosmetology

The Salon Professional Academy-South Plainfield - South Plainfield, NJ

Skills

- Microsoft office (10+ years)
- Salon iris (6 years)
- Teaching (6 years)
- Training (6 years)
- Sales (10+ years)
- Scheduling (10+ years)
- Schedule Appointments (9 years)
- Microsoft PowerPoint (10+ years)
- Data Entry (6 years)
- Accounting (3 years)
- Inventory (5 years)
- Sales (9 years)
- Filing (5 years)
- Customer Service (10+ years)
- Networking (3 years)
- Marketing (Less than 1 year)
- Management Experience
- Childcare
- Digital Marketing
- Email Marketing
- Facebook
- Public Relation
- Social Media
- Hairstylist
- Cosmetology
- Hairdresser
- Colorist

- Customer Service (10+ years)
- Social Media Management (4 years)
- Management Experience (2 years)
- Computer Skills
- Leadership Experience (2 years)
- Hiring (2 years)
- Fashion
- Communications
- Administrative Experience
- Administrative Support
- Event Marketing
- Blogging
- Event Planning
- Millennium
- Sales Experience (10+ years)
- Sales Management (7 years)
- Office manager experience
- Fundraising
- Retail Management
- Social media marketing
- Customer relationship management
- Word Processing
- Special Needs
- Sales (10+ years)
- Writing skills
- Restaurant experience
- Front desk
- Customer service (10+ years)
- Customer support (10+ years)
- Management (4 years)
- Salesforce
- Sales, Retail & Customer Support (10+ years)
- B2B
- English
- B2B sales
- Infant care
- Preschool experience
- Presentation skills

Awards

National honor society

April 2014

Certifications and Licenses

Cosmetology

May 2016 to Present

Cosmetology License

First Aid Certification

CPR Certification

Assessments

Office manager — Proficient

September 2021

Scheduling and budgeting

Full results: [Proficient](#)

Case management & social work — Proficient

July 2023

Determining client needs, providing support resources, and collaborating with clients and multidisciplinary teams

Full results: [Proficient](#)

Customer service — Proficient

January 2021

Identifying and resolving common customer issues

Full results: [Proficient](#)

Basic computer skills — Proficient

June 2023

Performing basic computer operations and troubleshooting common problems

Full results: [Proficient](#)

Early childhood development — Proficient

August 2021

Knowledge of the development of children ages 0-3 and of ways to foster that development

Full results: [Proficient](#)

Building relationships for childcare providers — Proficient

August 2020

Building positive and productive relationships with families of children ages 0-3
Full results: [Proficient](#)

Teamwork: Interpersonal skills — Proficient

December 2020

Responding to challenging team situations at work
Full results: [Proficient](#)

Inside sales — Proficient

May 2023

Understanding and responding appropriately in sales scenarios, and performing common sales calculations
Full results: [Proficient](#)

Customer focus & orientation — Proficient

September 2021

Responding to customer situations with sensitivity
Full results: [Proficient](#)

Sales skills — Proficient

July 2022

Influencing and negotiating with customers
Full results: [Proficient](#)

Administrative assistant/receptionist — Proficient

August 2021

Using basic scheduling and organizational skills in an office setting
Full results: [Proficient](#)

Management & leadership skills: Impact & influence — Proficient

August 2021

Choosing the most effective strategy to inspire and influence others to meet business objectives
Full results: [Proficient](#)

Technical support — Proficient

September 2021

Performing software, hardware, and network operations
Full results: [Proficient](#)

Work style: Reliability — Proficient

August 2021

Tendency to be reliable, dependable, and act with integrity at work
Full results: [Proficient](#)

Spreadsheets with Microsoft Excel — Proficient

September 2021

Knowledge of various Microsoft Excel features, functions, and formulas
Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

Additional Information

SKILLS

- Computer proficient in Microsoft Word, Microsoft Power point, Microsoft Publisher
- Demonstrate ability to work independently or in team environment, assuming leadership as necessary. Comfortable working in intense, high energy, outcome-driven environments.
- Capable of presenting thoughts clearly and concisely both in writing and in general conversation
- Able to prioritize and handle multiple tasks simultaneously
- Willingness to be flexible and accommodating. Rapid ability to acquire and apply knowledge
- Cosmetology Student at Somerset County Vocational and Technical High School
- Elementary Education Major at William Paterson University
- Cosmetology License at The Salon Professional Academy