

# SHAYLA VAN

shayla.van2@nordstrom.com | (801) 739-1986 | linkedin.com/in/shayla-van/

## EDUCATION

**University of Utah, David Eccles School of Business**  
**Bachelor of Science in Marketing**

**Salt Lake City, UT**  
August 2021 – May 2025

- GPA: 3.5
- Business Scholars, a program for high-achieving business students (Fall 2021 – Spring 2025)
- Utah Flagship Scholarship Recipient, Business Scholars Merit Scholarship Recipient
- Related Coursework: Marketing Research, Marketing Management, Marketing Analytics, Consumer Behavior, Digital Marketing & Analytics, Advertising Creative, Personal Selling, Strategic Management

## EXPERIENCE

**Nordstrom (2021 – Present)**

**Murray, UT**

**Department Manager - Kidsworld**

June 2025 – Present

- Lead, coach, and develop a team of 15 employees to exceed customer service and sales goals through floor leadership and performance management.
- Drive business results by analyzing sales trends and partnering with visual to ensure optimal product presentation.

**Assistant Department Manager – Women's/Men's Shoes**

April 2024 – June 2025

- Lead and support a team of 25+ employees in a high-volume, \$8M department, developing talent, and executing strategic initiatives to drive performance and progress towards meeting key metrics.
- Drove a 58% increase in Nordy Club since taking ownership, by training and motivating the team to prioritize customer engagement, using strategic contests and targeted incentives to boost loyalty participation.
- Demonstrate strength in event execution, including a high-impact Magnanni event — where collaboration with the vendor, partnership with visual, and strong sales contests drove 45 pairs sold, \$17.1K in sales, and a 12% increase for Feb. 2025 in Men's Shoes.
- Act as an active ambassador for DEIB Committee, fostering a sense of community and creating an inclusive store environment by engaging the team through Teams posts, organizing rallies, and leading meetings to educate, inform, and spread awareness.

**Retail Leadership Program – Trainee/Intern**

January 2024 – April 2024

- Participated in a comprehensive training program with hands-on learning of cross-functional division-specific standards including divisional key performance metrics such as leadership structure, inventory management, and sales strategies.
- Demonstrated commitment to Nordstrom's core values by bringing authenticity to the workplace and while actively networking with top sellers, leaders, from both sales and support, corporate professionals, and fellow trainees.

**Retail Sales Associate**

September 2023 – January 2024

- Set and achieved sales goals through a multi-channel approach, incorporating in-store and digital strategies with effective use of selling tools, including text and social media.
- Worked collaboratively with the team to maintain a customer-ready department, involving tasks such as filling orders, stocking, re-merchandising, price markdowns, and organization.

**Assistant Department Manager – Women's Specialized (Interim)**

May 2023 – September 2023

- Implemented strategic initiatives to ensure the overall success of the department, resulting in 100% retention of onboarded employees and supported ~\$400,000 in sales including ~\$13,000 digitally
- Developed and implemented well-organized work schedules and assignments for 15+ employees with careful consideration of individual strengths, skill sets, aligning with workload demands

## AWARDS & RECOGNITION

- Cash Call: Assistant Department Manager Spotlight – October 2024, February 2025
- Nordstrom Customer All-Star Award – April 2023
- Nordstrom Aspiring Leader – Spring 2023