

PROFESSIONAL SUMMARY

Creative and results-driven marketing and merchandising professional with a strong foundation in customer success and retail. Skilled in inventory management, data analysis, and visual merchandising with an eye for brand storytelling and product placement. Experienced in managing internal and external relationships and delivering tailored solutions that elevate the customer experience. Adept at leveraging product knowledge, trend awareness, and collaboration to support seamless operations and drive sales. Passionate about contributing to the excellence of a dynamic brand through proactiveness, curiosity, and attention to detail.

SKILLS

Relationship Building	Merchandising	Cross-functional Collaboration
Creative Problem-solving	Market Research	Attention to Detail
CRM & POS Systems	Client Care	Product Knowledge

EXPERIENCE

Tory Burch

Boutique Keyholder and Visual Merchandiser

Atlanta, GA  
November 2023 - Present

- Drive daily performance and energize the team to meet goals through client-first service and storytelling.
- Built relationships with returning clients, using capture rate strategies and personal outreach to grow a loyal customer base.
- Utilized sales data and customer insights to make real-time adjustments that enhanced traffic flow and improved conversion.
- Partnered with management on floor sets, seasonal styling, and in-store visuals presenting exclusive Tory Burch runway looks.
- Supported back-of-house organization and inventory preparation for new product drops and visual refreshes.

LH Curated

Seasonal Apparel Showroom Manager

Atlanta, GA  
January 2022 – Present

- Scheduled and confirmed appointments with existing and prospective retail clients across the Southeast and East Coast markets.
- Presented multiple brands across ready-to-wear, accessories, and footwear, tailoring pitches to client needs and market trends.
- Maintained organized line sheets, order forms, and digital materials to support efficient order entry and client communication.
- Assisted in visual merchandising to optimize product presentation and reflect each brand’s identity.
- Supported sales strategy execution, daily reporting, and post-market wrap-ups.

Verifone

Inside Sales Executive

Atlanta, GA  
January 2021 – December 2021

- Participate in conference calls with partners, customers, and leads, and contact prospects to identify potential sales opportunities and generate leads through proactive research and prospecting via Salesforce.
- Analyze market trends and competition to identify potential business opportunities and develop sales strategies.
- Engaged with international clients through digital channels, including email marketing and social media, to generate leads and drive global sales.
- Created detailed presentations and marketing content tailored to different international markets, highlighting Verifone’s product advantages.
- Maintained accurate records of international marketing activities and customer interactions in the Salesforce CRM.

EDUCATION

Georgia State University	Atlanta, GA
Master of Business Administration, Marketing	December 2025
Clark Atlanta University	Atlanta, GA
Fashion Merchandising, Business Administration minor	May 2021

CERTIFICATIONS

HubSpot

Content Marketing Certification

February 2025