

## ADMINISTRATIVE ASSISTANT

### Summary

Determined and proactive Administrative Assistant who works with a sense of urgency to anticipate the needs of senior-level executives. Thrives in a fast paced, dynamic environment.

### Highlights

- Microsoft Office proficiency
- Proper phone etiquette
- Articulate and well-spoken
- Time management
- Excel spreadsheets
- Meticulous attention to detail
- Professional and mature
- Strong problem solver
- Invoice processing
- Works well under pressure
- Human resource laws knowledge
- Social media knowledge
- Understands grammar
- Appointment setting
- Database management
- Customer service-oriented
- Labor relations
- Payroll
- Mail management
- Meeting planning
- Travel administration
- Brand development
- Multi-media marketing
- Trade shows
- Google analytics
- Knowledge of market trends
- Direct mail campaigns
- Special events planning
- Adobe Illustrator
- Adobe InDesign
- Skilled negotiator
- Floor set design
- POS systems knowledge
- Retail buying
- Friendly and outgoing
- Employee scheduling
- Superb sales professional
- Administrative support specialist
- Self-starter
- Executive presentation development
- Business correspondence
- Organized
- High-end fashion knowledge
- Strong communication skills

### Accomplishments

#### Sales

- Surpassed all sales goals by 25%.
- Increased sales by 50%-75% over a two year period.

Managed a successful sales team of 25+ members who consistently exceeded sales goals by 15% each month.

#### Process Improvement

- Created new departmental procedures manual.
- Assessed organizational training needs.

#### Competitive Analysis

- Performed competitive analysis to make recommendations for future company growth.

#### Marketing

- Implemented marketing strategies which resulted in [X%] growth of customer base.

#### Creative Problem Solving:

- Resolved product issue through consumer testing.

Formally recognized for playing an instrumental role in the implementation of cost savings measures.

Planned and executed all aspects of a major office headquarter move.

### Experience

01/2014 to Current

Administrative Assistant Company Name

- Calendar Management; overseeing/scheduling appointments, meetings, travel arrangements, catering preparations, etc.

- Provide general administrative support and working on special projects as assigned to designated departments (sales, PR, licensing and e-commerce).
- Assist showroom account executives in sales appointments
- Recording and updating sales reports; analyzing trends and opportunities for growth based on accounts and price point.
- Overseeing all new door approvals for licensing accounts; researching new prospects, scanning and filing incoming contracts as they are executed.
- Maintain licensee and internal directories, door distribution lists, seasonal line sheets and price points.
- Preparation of business reviews, presentations, market recaps, bi-monthly selling information.
- Responsible for measuring, reporting and analyzing key performance indicators for e-commerce site.
- Managing analytics programs to evaluate site performance to improve conversions.

10/2010 to 01/2014

Assistant Director Company Name

- Developed several business building programs and incentives, including but not limited to, rewards program, membership program, weekly/yearly promotions, staff education and training, etc.
- Handling all buyer responsibilities; purchases high volumes of company retail inventory, analyzing sales trends, consumer preferences and seasonal variables for purchasing allowances and fluctuations.
- Fulfilling high volumes of calendar management, overseeing approximately 25-employee work schedules (appointments, travel arrangements, meetings, time-off, coverage, etc.).
- Coordinating and creating visual merchandising and marketing collateral; preparing all in-store displays, web/print advertisements, brochures, gift cards, web-pages, banners, etc.
- Designing trainings, protocol manuals and evaluation rulers for new hires and existing employees in areas including customer service, service performance/quality, retail/up selling, etc.
- Preparing biweekly payroll, ensuring payments were accurate based on employee commissions/hourly wages and tax information on file.
- Overseeing delivered customer service, ensuring the upheld use of company standards and addressing any consumer complaints, discrepancies, etc.
- Executing company "HR" obligations; advertising job opportunities, interviewing/hiring, trainings, evaluations, pay negotiations, terminations, vacation/time-off requests and new hire paperwork/document verification.

09/2010 to 01/2011

Technical Design Intern Company Name - Attending daily fit meetings; evaluating the status and functionality of samples based on updates before approving for production. - Creating/updating line sheets, updating tech-packs with garment and costing specifications - Support staff; assisting with CAD updates/changes, organizing line books, scheduling fit models, meetings, etc.

07/2010 to 08/2010

Public Relations Intern Company Name

- Updating daily log of Google Alerts and all other brand features in the press
- Formally documenting and archiving press releases/clippings
- Coordinating sample traffic between PR dept. and celebrities, photo shoots magazines, etc.
- Confirming/tracking the return of samples from accounts/contacts
- Planning and preparing high-profile events, ensuring necessary items were available for execution. Event list includes First Fashion Night Out (at flagship store w/ guests such as Anna Wintour and Kate Hudson), Hamptons Pop-Up Store, etc.

Education

2015

Bachelors of Business Administration : Fashion Merchandising LIM College 1/4 City , State

Skills

- Familiar with HR functions/duties
- Proven abilities in account management
- Strong analytical skills
- Superior communication skills
- Proficient in MS Office, Adobe Illustrator, In Design and Photoshop

Languages

- Fluent in English & Spanish