

EDUCATION

IOWA STATE UNIVERSITY

Ames, Iowa

Bachelor of Science
Major: Apparel Merchandising
GPA: 3.8/4.0
Trend Magazine and Iowa State Fashion Show

LONDON COLLEGE OF FASHION

London, England

Fashion Business Semester Abroad

RELATED EXPERIENCE

CUSTOMER SUCCESS MANAGER, SMB

New York, New York (Remote)

Muck Rack

December 2022 - Present

- o Manages a portfolio of 400+ small business accounts, maintaining organization through efficient task management, automation, and utilization of Salesforce and Outreach
- o Provides exceptional support to small business clients, addressing inquiries, troubleshooting issues, and fostering positive relationships
- o Achieves high renewal rates by engaging clients while simplifying the renewal process

SENIOR SALES DEVELOPMENT REPRESENTATIVE

Chicago, Illinois (Remote)

Muck Rack

March 2022 - December 2022

- o Leveraged a variety of tools and platforms to gather relevant prospect data and create personalized outreach strategies
- o Maintained accurate prospect records in Hubspot CRM, enhancing pipeline management
- o Consistently met and often exceeded monthly meetings-held quotas

INTERNATIONAL FRANCHISE ASSISTANT

Chicago, Illinois

Claire's Stores, Inc.

May 2021 - March 2022

- o Supported Franchise buyer and Franchise planner
- o Analyzed sales files in depth to provide recommendations for growth in future Franchise buys
- o Strengthened relationships with vendors and global buy teams to manage purchase orders.
- o Executed daily product allocations for Franchise partners

TICKET OFFICE LEAD

Steamboat Springs, Colorado

Steamboat Resort

November 2020 - April 2021

- o Promoted to the lead position within a 2-month timeframe
- o Supervised, trained, and assisted frontline staff
- o Led customer experience for guests

SALESPERSON

Seattle, Washington

Nordstrom Flagship

October 2019 - June 2020

- o Brand Specialist for Moncler: redesigned displays and strengthened colleagues product knowledge
- o Built relationships with individual, repeat clients and managed appointments
- o Maintained up-to-date about emerging designers and industry trends to better sell product

PROFESSIONAL INTERNSHIP EXPERIENCE

NORDSTROM RIDGEDALE

Minnetonka, Minnesota

Visual Merchandising Intern

Summer 2018

- o Completed comprehensive customer service training
- o Executed visual merchandising projects in the Dresses and Encore department