

HAJLEIGH NEBEKER

TO WHOM IT MAY CONCERN,

With a background of six years of experience and a knowledgeable understanding of the customer service, retail, and sales industries as a whole, the characteristics I possess set me apart from the candidates currently pursuing this great opportunity.

I have always been one to pursue a creative endeavor over a traditional experience. In 2010 I made the choice to pursue my Associate of Arts degree at FIDM (The Fashion Institute of Design and Merchandising) in Los Angeles, California. Majoring in Visual Communications, I was presented with an extremely well-rounded curriculum consisting of classes that touched on every aspect of the retail industry. My deadline-driven courses have prepared me for the rigorous schedule and, at times, stressful environment that comes along with working in fashion and an even broader retail industry. At FIDM, I excelled in my design classes, thrived in challenging business courses, and received recognition for my continuously growing sense of imagination and perseverance.

Professionally, my experience has sharpened my fundamental skills, including providing excellent customer service, working in a stressful environment, and leading a team to reach a common goal. Working on the world-renowned Rodeo Drive allowed me to hone my communication skills while assisting high profile, international clients. In addition, I am extremely well-versed in clientelling and in turn, using it as an effective tool to drive business. With companies like Nordstrom, Juicy Couture, and Diane von Furstenberg in my employment history, it's safe to say that I have a well-rounded view of different target audiences and client demographics.

Over the course of my educational and professional career, I have become extremely familiar with the basic fundamentals of the PR world. On any given day, I would package and send samples to celebrities, assist with editorial mailings (assembling media kits, press releases, look books, etc.), researching new media targets and potential marketing opportunities, update and maintain press lists, clip press placements, and event support (invitations, guests lists, RSVPs, sourcing props/rentals, set-up etc.). I understand that in this industry, you need to take the initiative to make things happen.

Together, my education, experience, and work ethic allow me to achieve the high goals I set for myself. I can't wait to learn more about this exciting opportunity, and would love the chance to tell you why I am the best fit for your team. Please feel free to contact me at your convenience. Thank you for your time and consideration!

All the best,

HAJLEIGH NEBEKER

PHOENIX, ARIZONA

CUSTOMER SERVICE • EFFICIENT & EFFECTIVE • RETAIL EXPERT

(602) 545-9307 • hajleigh@icloud.com

HAJLEIGH NEBEKER

Working in the sales industry for six years has sharpened my ability to exceed customer expectations and provide an efficient and effective retail environment. In combination with my experience and areas of study during my time at FIDM, my personal organization, communication and coordination skills allow me to thrive in any professional environment.

EDUCATION

FIDM

Los Angeles, CA

June 2011- December 2012

AREAS OF STUDY

Marketing & Brand Development

Business of Fashion

Event & Public Coordination

Fashion Styling & Coordination

Consulting & Freelance

EXPERTISE

Customer Care

Quality Control

Problem Solving

Report Writing

Phone & Electronic Etiquette

Report Writing

MS Office

Adobe Creative Suite

PC & Mac

CONTACT

(602) 545-9307

hajleigh@icloud.com

PROFESSIONAL EXPERIENCE

DIANE'S BEACHWEAR

SCOTTSDALE, AZ

NOV 2015-PRESENT

Assistant Store Manager

Spearheaded and executed successful clientele program, increasing location sales by 20% within 30 days. Responsibilities include: the recruitment and interviewing of team members, communicating with vendors and buyers daily, planning and promoting local events, monitoring social media activity, staff scheduling and payroll, store audits, clientele development.

CALYPSO ST. BARTH

SCOTTSDALE, AZ

JUL 2015-NOV 2015

Key Holder

Spearheaded and executed successful clientele program. Responsible for pre and post-business hour operations. Develop team members through in-the-moment coaching and regularly touching base. Maintaining goals and plans through accurate forecasting and record keeping. Facilitate all floor sets and visual updates.

DIANE VON FURSTENBERG

SCOTTSDALE, AZ

JUN 2014-FEB 2015

Sales Specialist

Worked directly with corporate team to open brand new retail boutique. Visual merchandising as area of responsibility, responsible for floorsets, receiving and processing new shipment. Create and maintain meaningful relationships through clienteling, appointment-based selling, consignment, and client outreach.

JUICY COUTURE

BEVERLY HILLS, CA/SCOTTSDALE, AZ

JUN 2011- JUL 2014

Visual Merchandiser & Stylist

Consistently met and/or exceeded daily, weekly, and monthly sales goals in a commission-based environment at flagship location. Established and maintained strong customer relationships through clienteling; drove business by conducting personal styling appointments and consignment selling. Regularly partnered with stylists to successfully create looks for PR pulls for celebrity events, TV shows, movies, etc. Provided clients with world-class customer service to contribute to the "Juicy" experience and ensure customer and brand loyalty. Participated in "wind-down" of US stores due to corporate sale of company trademark.

VISIONARY5

LOS ANGELES, CA

JAN 2012- DEC 2012

Public Relations Specialist

Drafted client pitches and press releases to send out to all major editors and influencers. Secured media coverage for various planned client events and appearances. Ran all social media outlets on behalf of clients (Facebook, Twitter, Pinterest, Instagram, Blog posts and email blasts) and used other media outlets to research prospective clients.