

Amelia Marie Shoemaker

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Professional Summary

Motivated young professional with a solid track record in fashion and retail. Creative, results-oriented problem solver. Anticipates and proactively addresses customer concerns throughout the sales process. Implements data-driven process improvements that drive future purchases and effect immediate turnaround in underperforming merchandise categories. Self-directed, strategic, and highly motivated. Thrives in fast-paced, high-stakes environments where priorities change frequently.

Skills

Sales Leadership • Operations Management • Merchandising • Inventory Management • Coaching and Training • Purchasing and Procurement • In-store Displays • Promotional Events • Product Placement • Relationship Management • Cross-selling • Marketing Strategy • Social Media Integration • Website Content

Experience

First Assistant Manager; Nordstrom

2013 – Present

Coach, train, and supervise associates to cultivate product knowledge and master sales methodologies. Delegate daily operational tasks according to each team member's unique strengths. Promote business development objectives by implementing motivational sales incentives. Partner with Regional Managers and Brand Representatives to make appropriate, store-specific product decisions. Coordinate promotional event logistics, including product placement and in-store displays. Generate daily sales reports and provide team members with individual and department percent-to-goal statistics. Use performance data to make strategic floor moves, reset product displays, and implement targeted sales strategies.

- Top volume increase in the Northeast region, May 2013
- Top-three volume department in the organization, May 2013

Intern/Sales Associate; Nordstrom

2012

Used Personal Book, a proprietary relationship management software application, to build a loyal customer base and maintain open channels of communication with frequent shoppers. Promoted the company's Fashion Reward Accounts program. Supported organizational goals via strategic cross-selling, up-selling, and personal shopping appointments. Attended Future Nordstrom Leader classes that taught sales leadership, recruiting, and visual merchandising strategies. Played a critical role in the company's Anniversary Sales Floor event by using schematics and coordinating team tasks.

Intern/Sales Associate; A. Dodson's

2011 – 2013

Executed critical retail functions, including customer service, cash management, and gift consulting. Performed inventory management and purchasing functions. Implemented marketing strategy, with an emphasis on social media integration and digital engagement. Updated website content with new merchandising information. Built inspiration boards for future displays, product placement, and other visual merchandising initiatives.



Education

Bachelor of Science; Virginia Polytechnic Institute and State University (Virginia Tech), 2013

- Major: Apparel, Housing, and Resource Management
- Concentration: Apparel Product Development and Merchandising Management
- Minor: Leadership and Social Skills

Intern; Foxer's

2013

Managed showroom inventory and fulfilled customer orders. Used Magento to update website content. Supported merchandise planning efforts by creating organizational charts depicting style-line release dates and product availability information.

Fashion Merchandising and Design Society

2010 – 2013

Received Best New Designer Award in recognition of work as a Fashion Show Student Designer. Coordinated the organization's social media presence and website content.