

DANA LEAVY-DETRICK

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- **Experienced retail manager with extensive leadership background** spanning in-store operations, buying, marketing, visual merchandising, brand development, sales, and customer service.
- **Excels at driving revenue and profit growth within luxury apparel, consumer products, and retail spaces.** Proven success turning around underperforming stores to profitability and managing large-scale operating budgets.
- **Strives to deliver an exceptional customer and associate experience** through leadership, goal setting, and developing top talent. Experienced at hiring, motivating, training, and developing teams.

Key Attributes: Drive for Results, Accountability, Strategic / Team Leadership, Operational Excellence, Goal Setting, Effective Communication, Talent Development, Brand Transformation, Growth Mindset, Leading by Example

- EXPERIENCE -

COMPANY ABC | New York, NY

Design Consultant

2019 – Present

Consults with clients on selection and design of custom window treatments for the home. Educates customers on the functional and stylistic benefits, with emphasis on delivering an exceptional experience and product.

- Leverages creative and retail background to manage daily operations within the design showroom.
- Supports new business by identifying outreach and marketing opportunities with local design professionals.
- Represents the brand at regional design events to promote the brand's products and services.
- Maintains comprehensive product and technical knowledge through internal trainings.

COMPANY XYZ | New York, NY

Sales Design Consultant

2019 – Present

Consulted with clients throughout the sales process to design and construct customized home solutions within Company XYZ's new US planning studio and concept store. Leveraged extensive knowledge of Company XYZ products and resources to provide knowledgeable and attentive support.

- Served as part of the local market community to position the brand as a leader in home design solutions.
- Participated in training to build knowledge of Company XYZ furnishing solutions (kitchens, bath, storage systems).
- Assisted visitors in navigating store layout, in-store promotions, and product-related inquiries.
- Established and maintained customer relationships through consistent communication and product expertise.

COMPANY CONFIDENTIAL | Boston, MA

Retail Manager

2010 – 2018

Led a team of 10 retail associates across two store locations for a luxury women's apparel brand. Managed all aspects of brand and business operations related to strategic planning, sales analysis, staffing, merchandising, buying, and growth/marketing strategy. Sourced new merchandise and brands with emphasis on high-end designers.

- Grew the primary location to profitability in 12 months – reversing five years of declining sales and operating losses.
- Hired, trained, scheduled, and evaluated team members across multiple business units.
- Curated seasonal assortments of accessories, formal apparel, casual wear, footwear, and dresses.
- Negotiated contracts with outside vendors; pared down existing vendor list to reduce costs and raise quality.
- Improved customer acquisition and retention by championing exceptional service and customer experiences.

COMPANY 123 | New York, NY

Assistant to the VP & Regional Manager / Regional Operations Trainer / Store Manager

1990 – 1997

- Progressed through multiple retail management roles during a period of rapid growth for the northeast market.
- Supervised and trained teams of 100+ retail associates at high-volume New York City locations.

- EDUCATION -

Associates Degree, Marketing, Merchandising & Buying | BOSTON UNIVERSITY

- PROFESSIONAL AFFILIATIONS -

Manhattan Chamber of Commerce (2015 – Present) | Retail Professionals Association (2010 – Present)