

DANA LEAVY-DETRICK

381 Union Street, Brooklyn, NY 11231 | dana@brooklynresumestudio.com | (617) 312-7829

Combines over 8 years of experience across multiple facets of the retail business environment, with exposure to operations management, customer relations, product development, sales, and marketing. Leverages strong interpersonal skills from extensive interaction with customers and sales teams to cultivate relationships predicated on trust and rapport. Provides leadership to multiple internal departments and teams to align multiple project stakeholders within a company's business goals and strategy. Knowledge of conversational Spanish and proficiency in Microsoft Word, Excel, PowerPoint, Outlook, Access, and Mac OS and Windows.

PROFESSIONAL EXPERIENCE

Head of Account Sales, Product Development, Marketing

Nov 2006 – Oct 2013

ASPYRE DESIGNS, LTD, Essex, CT

Provided leadership to multiple departments across sales and marketing, product development, and customer relations. Managed over 60 of the largest customer accounts including Brooks Brothers, Orvis, Levi's, and J.Press, leading new account acquisition and overseeing all aspects of client relations from sales, creative meetings, and product manufacturing and shipment.

- Acquired and managed more than 350 custom logo accounts, prompting a redesign of the company's custom logo protocol and resulting in an increase in custom business.
- Drove product development for the Austin J. men's belt line and brand, facilitating the design process, material sourcing, physical construction technique, marketing content, and sales.
- Contributed to an increase in sales by introducing simplified pricing sheets as sales tools, and transformed inventory management with an integral reference guide for stock materials.
- Introduced the concept of "as is" product selling to compliment the existing custom order sales structure.
- Increased brand awareness by representing the company at industry trade shows.

Key Accomplishments

- Generated a \$20,000 annual cost savings by designing an improved belt and sandal product rack capable of being manufactured internally.
- Significantly increased business by acquiring the top 2 producing accounts with Brooks Brothers and Bonobos.

Internet Business Manager

Oct 2005 – Oct 2006

WESTBANK ANGLERS, Jackson Hole, WY

Facilitated organization and shipment of all mail orders for local outdoor retailer, responsible for managing customer relations, conducting inventory, and maintaining the retail environment. Collaborated with clients to coordinate high-end fishing excursions, generating a significant increase in customer approval levels over the previous year.

Intern Reporter,

Jan 2005 – July 2005

HARTFORD BUSINESS JOURNAL, Hartford, CT

Wrote original articles and conducted interviews under stringent deadlines. Compiled local financial data for weekly summaries through internet research and communication with firms.

Script and Film Coverage Intern,

May 2004 – Sept 2004

SAMUEL GOLDWYN FILMS, Los Angeles, CA

EDUCATION

BA, English Literature, TRINITY COLLEGE, Hartford, CT

2005

Awarded Faculty Honors; Elected to National Society of Collegiate Scholars