



GINA MATTHEWS

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Summary

Experienced, resourceful and effective retail manager with proven proficiency in all aspects of boutique management. Cutting-edge merchandiser with expert ability in combining innovative display techniques with visual standards and sales strategies in order to achieve optimal retail success. Top-selling sales associate who regularly exceeds client expectations by building on-going quality relationships.

Experience

Retail Manager, Bella's Boutique

April 2001 - Present

- ◆ Implement business goals and manage all aspects of a boutique store that specializes in high-end women's wear with an emphasis on ultra-feminine and European lines.
- ◆ Utilize fashion expertise to select and order merchandise that will appeal to our clients.
- ◆ Handle all purchasing and receiving by building on-going relationships with international vendors.
- ◆ Manage payroll, scheduling and training for a sales staff of five.
- ◆ Create and maintain database used to track inventory and produce customer, vendor and sales reports.
- ◆ Apply visual talent to create elegant and eye-catching merchandising and store design.

Sales Associate, Nordstrom, Collectors and Couture Departments

July 1998 - April 2001

- ◆ Utilized visual display talent on a weekly basis as the Primary Merchandiser for the Designer Women's Wear department.
- ◆ Awarded *Associate of the Year*, 2000 and five-time *Associate of the Month* for sales volume that was consistently 25-35% above average.
- ◆ Coordinated bi-annual trunk shows to premier new collections which included marketing and detailed event planning.
- ◆ Participated in ongoing professional development in fashion by having attended quarterly clinics for incoming fashion lines.
- ◆ Collaborated with tailors and seamstresses for custom fittings and alterations.
- ◆ Scheduled and conducted exclusive shopping opportunities for high-end customers.

Sales Associate, BCBG

February 1997 - July 1998

- ◆ Provided exemplary customer service by listening to customer desires and building ongoing relationships. Consistently exceeded sales goals by 15-20%.
- ◆ Maintained merchandising standards as dictated by seasonal themes and showcases.

Education

Bachelor of Arts - Management

Georgia State University - Atlanta, GA

Computer Skills

Microsoft Office Suite, Adobe Photoshop Elements, QuickBooks, Web 2.0 Marketing, SQL Database and UPC Inventory Tracking Systems.