

Linda Fairchild

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SALES PROFILE

Top-performing **Sales Professional** with exceptional track record in **Sales, Customer Service, Inventory Management, Merchandising, and Supervision**. Combine strategic visual and merchandising strengths with strong awareness of client tastes and preferences. Utilize consultative skills to build and maintain long-term relationships. Inspire, lead, and train staff to become loyal and productive team members.

PROFESSIONAL EXPERIENCE

Bloomingdale's, Tyson's Corner, VA

4/1998–Present

Department Manager (2000–Present) / **Sales Associate** (4/1998–4/2000)

Promoted to manage department specializing in sale of women's apparel and fashion accessories in upscale department store. Oversaw inventory and collaborated with buyers, regional merchandiser, and store manager. Coordinated and arranged merchandising displays to create interest and generate increased sales.

CUSTOMER ACQUISITION & RETENTION

- Significantly improved customer loyalty and retention rates through personalized customer service, including one-stop shopping and individual fashion consultations.
- Partnered with local fitness facility to educate consumers on body type and clothing fit; introduced company brand to new consumers.

SALES GROWTH

- Consistently exceeded sales goals and increased year-over-year sales.

<u>2006</u>	<u>2005</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>
\$2.3M	\$2.1M	\$1.8M	\$1.2K	\$950K	\$660K

- Typically exceeded hourly sales goals by 27% through personalized service, continuous follow-up, creative merchandising, and proficient closing skills.
- Led #1 ranked department for total revenue percent increase in 2005; department normally ranks in top 5 out of 54 departments.

MERCHANDISING

- Acquired new clientele and higher price points by convincing regional buyers to introduce and test 10 new products and three additional vendors.
- Analyzed sales reports and inventory levels to target and promote slow-selling items.

PERSONNEL MANAGEMENT

- Minimized employee turnover by 12% and improved department productivity by 23% through introduction of motivational incentives and improved product training.
- Set personal and team goals for pre-sale figures to achieve higher sales before and during big-store events; utilized sales incentive tools and personal sales book to generate additional sales, opportunity, and revenue.

EDUCATION

B.S. in Marketing, Towson University, Towson, MD

1998

Technological Skills: Microsoft Word / Excel / PowerPoint / Outlook, POS