

# SYLVIA O'BRIEN

## SALES LEAD

### PROFESSIONAL SUMMARY

I am a sales lead and have been in retail management for two years now. I enjoy making connections with customers as well as visual merchandising. I have a creative and analytical background shaped from my time at Virginia Commonwealth University.

### SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Dreamweaver
- Adobe Premier Rush
- 3D- Prototyping
- CLO- 3D
- Tinkercad
- Microsoft Office

### CONTACT INFO:

Mobile: (540) 729-9044  
Email: snobrien529@gmail.com  
Website: www.sylviaobrien.com  
Address: #2 1241 West Cary Street,  
Richmond, VA 23220

### EMPLOYMENT BACKGROUND

#### Sales Lead

*EXPRESS* | October 2020 - Present

- In charge of driving sales, loyalty, UPT, and ADS.
- Leading and assigning tasks to associates to achieve great results
- Creating memorable and enjoyable experiences for customers

#### Sales Lead

*New York and Company* | February 2018 - October 2020

- In charge of driving sales, UPT, and ADS.
- Encouraged high performance among my associates
- Increased applications of the store's credit card
- Worked on visual merchandising, floor sets, and processing freight.

#### Sales Associate

*KOHL'S* | May 2019 -August 2019

- Increased sign-up's of the store's loyalty program
- Engaged with customers to create a positive experience
- Processed freight, worked on merchandising, and kept the store straight.

### ACADEMIC EDUCATION

#### Virginia Commonwealth University

*Bachelor of Fashion Merchandising, 2020*

- Attended from 2017 to 2020
- Graduated Magna Cum Laude
- Member of the Phi Kappa Phi Honor Fraternity
- Dean's Lister for all years

#### Germanna Community College

*Associates in General Studies, 2017*

- Graduated Cum Laude
- Attended while completing High School

#### Culpeper County High School

*High School Diploma, 2017*

- Member of the National Honor Society