

ELFA MARIE RAINER



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CO 80212

OBJECTIVE

To obtain a position in which I can carry the diverse skillset developed in retail sales into a new field which will be both professionally satisfying and valuable to my employer.

ABOUT

I am detail-oriented with a diverse set of professional skills. I am happiest when creating strong, meaningful work and bringing success to myself & those around me. I view every moment as an opportunity for inspiration and success.

I have an active mind and a constant hunger for improvement. I am a visual artist- primarily a painter, but I am not content limiting myself to one medium. I fill up sketchbooks with drawings and writing, knit and sew everything- including garments, children's toys, and sculptures. There is no aspect of my life that I don't attenuate my detail sensitive mind to, and view even my own living space as an ever evolving work of art and expression of my vision. Being an idealist and a perfectionist motivates me to view everything as a project that must be done right and inspire.

I am curious about everything. I actively pursue knowledge and learning experiences at every opportunity. I read constantly- novels, poetry, current events, magazines- anything to grow my understanding of the world. I keep abreast of news, current events and trends in culture and technology. I've spoken and studied German language for the majority of my life. I adore travelling, exploring and learning about other cultures.

My proudest accomplishment is mothering my five year old daughter. Nurturing her development has motivated me to improve in every way possible. I am very busy, and have truly honed my ability to organize my time and energy effectively to get things done. Seeing her grow and learn has deepened my sense of responsibility to others. I understand that it is extremely important to invest care and hard work in myself and others to facilitate growth and happiness.

SKILLS

Excellent written & verbal communication skills help to build positive relationships with coworkers and clients. I am a confident and engaging speaker who enjoys addressing individuals or groups and does so with equal facility, and I listen carefully to make sure I understand what's being said. In writing I communicate ideas quickly and concisely without sacrificing quality or tone.

Task oriented & highly organized thinking enables me to prioritize my work and manage my time effectively. My attention to detail helps me to plan and implement projects from the ground up without overlooking important details, and see them through to successful completion. I am able to direct myself and others towards a common objective, without losing track of progress or letting sub-par work go unnoticed.

Personal accountability & strong a work ethic are ideas which I have internalized and commit to as everyday truths. I devote myself fully to my work I am constantly ready to assist, learn, and expand my role as an employee in order to contribute to the success of the team.

Client relations & sales are areas of success for me. I build excellent relationships with my clients by combining diverse selling strategies and my natural ability to engage others and win their confidence. I believe strongly in my ability to contribute to the success of my employer by taking care of every client and view every interaction as an opportunity to demonstrate the excellence of the company.

EDUCATION

Metropolitan State University of Denver

Fine Arts, Painting

2008-2012

WORK EXPERIENCE

BEAUTY ADVISOR, ESTÉE LAUDER

Denver, Colorado — 06/14-12/14

Responsibilities: As a beauty advisor, I was a salesperson and a makeup artist. The most vital part of my job was creating long lasting, profitable relationships with clients. I confidently employed my strengths as a communicator and salesperson over the phone and in person with a very diverse range of customers who all had incredibly unique preferences and needs. I gained the trust of new customers while deepening existing relationships with long time clients by presenting a polished professional image, becoming an expert for my brand's products and techniques, and creating a personalized shopping experience for every single client. I was also responsible for keeping detailed records of all of my sales, which I reported daily to my superiors. I created sales goals for myself and my co workers, while consistently surpassing regional and national goals.

VISUAL MERCHANDISER, HENNES & MAURITZ (H&M)

Denver, Colorado — 10/11-03/12

Responsibilities: I was hired as a part time sales advisor to open the first Colorado store in downtown Denver. This job entailed assisting customers on the sales floor and fitting rooms, processing and placing stock, maintaining correct garment standards, and processing transactions at the cash point. One year later, I was promoted to visual merchandiser. In this position, I was responsible for representing the H&M brand to downtown Denver. I created store displays, styled mannequins, merchandised garments, and executed interior and exterior window installations under demanding time constraints. Additionally, I oversaw the correct implementation of store signage and marketing according to company directive, as well as setting up large campaigns and designer collaborations. I played a central role in business planning, working closely with department and store managers to ensure merchandising standards were upheld, direct large projects, and forecast numbers. My knowledge of company standards and best practices enabled me to be a unifying resource between the corporate level, management and the sales staff. I headed weekly store meetings and demonstrations and acted as a mentor to individuals in order to insure complete compliance with corporate directives and facilitate growth and development of individuals.

SHIFT MANAGER, METROPOLIS COFFEE

Denver, Colorado — 03/07-09/09

Responsibilities: When hired as a barista for Metropolis coffee, my main function was to craft gourmet espresso drinks, operate the cash register, and provide customers with a positive service experience. Within a year I was promoted to shift manager, where I took a direct role training the staff, delegating tasks and creating schedules. Additionally, I was responsible for ordering and monitoring store stock, merchandising product, creating sales goals and ensuring those goals were met by employees. I was an integral part of business expansion as I headed the opening of a second downtown location as a trainer and manager. My favorite accomplishment was my creation of a gallery program in shop to showcase the work of local artists. I was able to network with other creative talents while strengthening community ties and driving sales for the business. I enjoyed the challenge of planning and implementing gallery events, and taking an active part in the growth of a local business. Small businesses require constant flexibility, excellent multi-tasking abilities, a strong work ethic, personal accountability, and a genuine passion to achieve success.

BRAND REPRESENTATIVE, BLUE BUFFALO PET FOOD

Denver, Colorado — 03/07-09/07

Responsibilities: When I began working with Blue, it was a new, unheard of brand in the Colorado market, and still unavailable in most states. I travelled to a different location almost every day, in order to reach new customers, and cement the brand's expansion. I set up demonstrations statewide at cat & dog shows, rural livestock suppliers, independent boutiques, & large chain pet stores showcasing the benefits of the product. I forged profitable connections with animal owners & businesses, directly contributing to the brand's success. My confidence as an orator, adaptability in constantly changing venues, and comfort communicating with an incredibly diverse public was demonstrated with Blue Buffalo's success in Colorado and my own accomplishment as the top selling representative in the country.

REFERENCES

Maurice Nissim

Senior Vice President of Wealth Management, the Nissim Group, UBS Financial Services

Mentor & Character reference

(303) 667-8625

Jeffrey Grossaint

Store Manager, H&M Boulder

Former Employer

(303) 324-6469

Manrique Guzman

Department Manager, H&M Streets at Southglenn

Trainer & Mentor

(720) 244-2599

William Richardson

Visual Merchandiser, H&M Denver Pavillions

Former Co-worker

(303) 578-0895

Brandon Dimick

General Manager, Clutch Gaming Arena

Long-time Friend & Character Reference

(303) 960 - 6906

Emily Sell

Manager, Dog Savvy Boutique and Spa

Former Co-worker

(720) 320-3645