

# Ashley Boden

Fort Collins, CO

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970-290-9548

## Work Experience

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### **Front Desk Coordinator**

Wink The Lash Lounge - Fort Collins, CO

April 2019 to Present

- Schedule and reschedule client appointments via phone and in person for multiple service options while maintaining a positive, upbeat and professional attitude.
- Greet, check-in, and check-out all guests in a timely manner.
- Maintain a clean and welcoming lounge area throughout the day.

### **Owner/Operator**

tiger & hunny - Fort Collins, CO

November 2018 to Present

- Use business skills and in-depth knowledge of fashion retail industry to generate profit.
- Oversee all aspects of the boutique operations from planning, marketing, accounting, and purchasing.
- Manage inventory control of all merchandise.
- Create and coordinate a successful fashion intern program and manage employees.
- Research new and current trends to help the business in succeeding.
- In person and online customer service.

### **Department Manager**

H&M - Fort Collins, CO

2017 to 2018

- Organized and distributed the work of staff by setting priorities and keeping an overview of daily tasks.
- Managed, recruited, trained, developed and provided succession planning for the staff in accordance with the Store Manager.
- Carried out supervisory responsibilities including approving time off requests, pay, location or title changes, conducting terminations, corrective actions, and making employment decisions.
- Maintained overview of all employee relationships in the store to ensure a positive working environment.
- Ensured garment presentation, garment level, and visual standards within departments were maintained.
- Executed direct and indirect customer service by providing the best shopping experience for each customer.

### **Online & Marketing Manager**

GG Boutique - Fort Collins, CO

2015 to 2017

Implemented sales + marketing strategies to effectively increase brand awareness, customer engagement + loyalty. Effectively evaluate the profitability + success of these campaigns using sales and referral analysis.

- Managed small staff daily by delegating + prioritizing tasks in a very quick paced and changing environment.
- Planned and executed a buying plan for boutique that includes a monthly and yearly budget, trend forecasting, sales analysis, and vendor relations.
- Developed visual merchandising plans for online store and assisted with in store merchandising standards.
- Managed all social media platforms including Facebook, Instagram, Snapchat Pinterest, and Wanelo through creating and monitoring content, responding to customer inquiries, and engaging with followers on a daily basis.
- Cultivated and ensured a standardized brand image across all social media and marketing platforms through the photo shoot creative plan and execution.
- Identified, sought after, and established working relationships with social influencers and bloggers to promote the brand via social media platforms
- Primary photographer and photo editor, creating all visual content on social media platforms, website and blog. Copywriter for all web copy.

## Education

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### **Bachelor of Science in Apparel and Merchandising**

Colorado State University - Fort Collins, CO

2015

## Skills

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- Meevo
- Aquity Scheduling Software
- Shopify POS
- Administrative Background - Customer Service 10+ years
- Phone
- Email Etiquette
- Apple Operating Systems
- Blogging
- Digital Marketing
- Content Creation
- Social Media Management
- Search Engine Optimization (SEO)
- Branding
- Email Marketing
- Succession Planning

## Links

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<http://www.tigerandhunny.com>