

Ekaterina Razikova

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Summary of Qualifications

- *Exceptional merchandising skills.* Has been selected as part of a visual merchandising team to set up grand re-opening of Belk Centerville.
 - *Over seven years of sales experience.* Portrait Innovations of Myrtle beach was named in the top 10 studios for the highest average sales within the company.
 - *Excellent management skills.* Has been in retail management, including a big box retail store, for over six years. Proven ability to meet and exceed sales goals.
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Work Experience

Belk, Charlotte NC, USA May 2014 – Present

Sales team manager

- Executed visual merchandising directives: ensured the latest fashion is represented in accordance with the visual handbook; planned and executed floor moves.
- Met and exceeded area sales goals: trained and coached sales team; tracked store KPIs; presented 5P analysis during store visits.
- Employee management: executed scheduling, hiring and onboarding for new and existing associates.
- Supported customer service-oriented culture: trained associates on 5/10 program and rolled out the “Team” project.
- Additional tasks: performed all register transactions; housekeeping management; loss prevention duties and shrinkage control; inventory.

Portrait Innovations, Myrtle Beach SC, USA April 2011-January 2014

Studio manager/ Photographer

- Promoted studio services. Created and sold photo packages.
- People management. Scheduling
- Provided great customer service, resolved complaints and product issues

Eagles Beachwear, Myrtle Beach SC, USA June 2009-January 2011

Assistant store manager

- Received and displayed merchandise; executed floor moves.
 - Supervised and trained store associates.
 - Provided superior customer service
 - Assisted store manager in various tasks (supervised register transactions, inventory)
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Education

2019-present – Graphic Design and Advertisement course, Central Piedmont Community College, Charlotte, NC

2008 - B.A. in Public Relations and Advertisement, Institute of international relations, Russia.

GPA: 4.00

References Available Upon Request