

Shelley Farrell

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GOAL - SIFI Project Coordinator

CAREER HIGHLIGHTS

- Maximized Sales for Underperforming Stores
- Leveraged as District trainer
- Exceeded Performance Standards through Motivation and Affirmation
- Created an Environment of Amazing and Personalized Customer Service
- Organized and Lead Outreach Events
- **COLLABORATIVE - CLIENT FOCUSED - ENTHUSIASTIC**

PROFESSIONAL EXPERIENCE

Retail Management - 23 Years

- Leveraged as district trainer on Product Knowledge and Visual Merchandising.
- Analyzed KPI and P&L reports and monitored Omni Channel Selling.
- Networked and maintained a short list of potential employee candidates.
- Collaborated with peers, management, sales associates, and other leaders.
- District and Peer Support - Critical member of NEW STORE opening team.

Customer Service

- Created a warm and inviting environment to enhance customer experience.
- Personalized sales approach using intuition and various signals from customers.
- Discovered the “Deeper Why” through engagement and LISTENING.
- Maintained a confidential client database to assist with customer follow-up and outreach.

Client Relationships

- Personalized wardrobing experience through appointment selling.
- Thrived by being a Product Knowledge and Style Expert.
- Maintained a reputation for being authentic, trustworthy and sincere.
- Consistently exceeded customer expectations.

Employment History

2015 - Present	Chico's FAS , New Orleans, LA. Store Manager.
2012 - 2015	Organizing Muse, LLC , Covington, LA. Owner.
2006 - 2012	Talbots , Lafayette, LA. Assistant Manager.

Education

University of New Orleans, LA . BA Mass Communications, Theater and Film.