

# RACHEL AKNIN

515 Harrison Ave, Redwood City, CA 94062  
RLAknin@gmail.com  
(650) 679-1134

## EDUCATION HISTORY

### **San Francisco State University**

Psychology, Bachelor's Degree  
3.8 GPA  
Graduated 2019

### **Canada College**

Psychology, Art & Humanities, Associate Degree  
Graduated 2017

## EMPLOYMENT HISTORY

Over 9+ years of experience in customer service, 7+ years in retail management working in the SF Bay Area. Skilled at building a clientele, visual merchandising, operations, and adherence to company standards. Recognized for ability to efficiently manage broad aspects of front-end and back-office store operations and sales activities.

### **Therapy**

#### *Store Manager*

September 2020-Current

Oversees daily front of house and back of house operations in a high-volume store. Performs duties such as recruiting, training, and supervising staff, networking with local retailers/vendors, formed employee schedule/monitored labor cost to be effective with store. Responsible for daily/monthly administrative reports, ensured proper cash controls and loss prevention procedures are in place and followed, maintaining and implementing merchandising standards, setting, monitoring, and driving sales goals.

### **Jenni Kayne**

#### *Sales Lead/Visual Ambassador*

Past Job Position: *Sales Associate*

September 2018-July 2020

Promoted to management position within three months, and promoted to visual ambassador for this location. Focused on fostering strong relationships with clients, hitting store sales goals/KPIs, creating monthly events focused on wellness partnering with local businesses, increased traffic/customer loyalty, visual merchandising, and operations while performing routine work effectively. Wrote event and weekly/monthly business recaps. Proven management and teamwork skills. Interviewed, supervised, and trained small team of sales associates.

### **Vince.**

#### *Supervisor*

February 2017- September 2018

Focused on front-end operations including developing clientele, consignments, team development; and back of house operations including scheduling, weekly recaps, and monthly styling guides. Developed team members selling techniques, KPI's and upheld company standards for operations/organization.

Responsible for increasing sales and foot traffic—had the largest increase of foot traffic for all stores in Stanford Shopping Center for 2017.

### **The North Face**

*Selling Supervisor*

April 2016-January 2017

Supervised and trained more than 10 employees, focusing on selling techniques, product knowledge, genuine engagement, upselling and active listening. Took employees on team building exercises, including beach clean ups, hikes, and helping local charities. Created events focusing on using company's products, increasing sales and foot traffic. Interacted with hundreds of customers per day.

### **Anthropologie**

*Manager-in -Training*

November 2015-April 2016

Participated in weekly meetings with management team to discuss stores performance. Responsible for improving customer satisfaction, loss prevention, zoning associates on sales floor, cash handling and nightly EOD reporting.

### **Johnny Was**

*Supervisor*

July 2015-November 2015

Fostered relationships creating a strong clientele. Stocked, replenished and organized inventory with accuracy. Hit monthly sales goals/KPIs and maintained company standards while being a brand ambassador.

### **Lucky Brand**

*Supervisor*

Past Job Position: *Sales Associate*

January 2014- July 2015

Promoted to supervisor role within 6 months. Maintained accurate and attractive merchandise displays, provided outstanding customer service and built customer loyalty through fostering stronger relationships. Hit monthly sales goals/KPI's, consistently made top 100 associates list throughout the entire company.

### **Old Navy**

*Sales Associate/Cash Handler*

February 2012-October 2013

Promoted to cash handler within a year. Fulfilled all retail clerk duties, including cashier work, restocking, operations, and customer communication.