

# Rachel Deardurff

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## Education

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**Savannah College of Art and Design (SCAD)** | 2018-2022 | GPA: 3.8

**B.F.A. in Fashion Marketing & Management**

**Minors:** Fragrance Marketing & Fashion Journalism

**Accomplishments:** Dean's List, Academic & Achievement Scholarship, Magna Cum Laude

## Professional Experience

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Macy's | **Shiseido & Elizabeth Arden Sales Manager** | Greenwood, IN Mar. 2023–Present

- Develop and implement marketing events in-store resulting in +5% in sales vs. last year.
- Create, update, and distribute visuals and marketing communications to customers and coworkers.
- Recruit, coach, motivate, and develop associates on product knowledge and productivity goals.

Macy's | **Estée Lauder Beauty Advisor** | Greenwood, IN Nov. 2022–Mar. 2023

- Operated as a brand ambassador in-store to promote brand awareness and involvement.
- Educated clients about product knowledge, application, and ingredients through demonstration.
- Enrolled new clients by inviting them into the CRM system resulting in increased following.

Redstone Properties LLC. | **Leasing Agent** | Savannah, GA Aug. 2020–Aug. 2022

- Demonstrated community knowledge to clients by thoroughly answering all questions.
- Coordinated business meetings, vendor services, community events, and facility tours.
- Documented various actions, irregularities, and continuing needs on various filing systems.

David's Bridal | **Bridal Stylist** | Savannah, GA Jun. 2020–Dec. 2020

- Connected one-on-one with brides to find their dream dress conducted by style assessments through digital customer profiles.
- Effective communication and presentation of product features, price points, and payment plans.
- Cross-promoted accessories pieces, décor, alterations, and bridesmaid's appointments.

Pedcor Investments LLC. | **Personal Assistant** | Carmel, IN Jul. 2019–Dec. 2021

- Attend client meetings for numerous project needs through thorough notes and measurements.
- Ordered and shipped materials to local and nationwide suppliers while continually décor sourcing.
- Organized and maintained the resource library along with a vast collection of samples.

## Skills

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Creative Marketing

Branded Storytelling

Leadership

Trend Forecasting

Market Analysis

Customer Service

Event Management

Microsoft Suites

Sales Management