

Alyssa Collins

Lynchburg, VA - (505) 702-6720 - alyssa@cross.mywire.org

Skills

- Willingness to learn & passion for people
- Team lead in a college environment
- Retail (clothing) & customer service experience
- Problem-solving & critical thinking skills
- Marketing & project coordination
- Outgoing & adaptable personality
- Microsoft Word, PowerPoint, and Excel
- Training in Cultural Intelligence (CQ)
- Organized & detail-oriented under deadlines
- Cross-organizational communication

Education

BS in Fashion Merchandising, *Liberty University, Lynchburg, VA* December 2022

- **GPA: 3.94**
- Relevant Coursework: Intercultural Communications and Engagement; Principles of Management
- Honors: Graduation - Magna Cum Laude, Dean's List (2021, 2022)

BS in Marketing, *Grand Canyon University, Phoenix, AZ* May 2020

- **GPA: 4.0**
 - Relevant Coursework: Promotion and Advertising; Marketing Research and Reporting
 - Honors: Graduation with Honors, President's List (2018, 2019, and 2020)
- Alpha Chi National Honor Society, Delta Mu Delta Honor Society in Business

AA in Business, *Central New Mexico Community College, Albuquerque, NM* August 2017

- **GPA: 3.81**
- Honors: Graduation with Honors, Dean's List (2015), Phi Theta Kappa Honor Society

Relevant Experience

Project Coordinator, *Liberty University, Lynchburg, VA* January 2023 - present

- Communicating with, providing assistance to clients, creatives, and stakeholders, internally and externally
- Managing tasks and deadlines for 25+ projects at a time
- Understanding the marketing needs of multiple clients and building long-term relationships

Bridal Stylist Intern, *Church Street Bridal, Lynchburg, VA* August 2022 – December 2022

- Used interpersonal and communication skills to provide customer service to brides and drive sales
- Gained specialized knowledge of bridal wear and styles to help clients in selection of gowns and accessories
- Researched and created blog content on international bridal wear, including Indian and Korean traditions

Merchandise Buying Intern – Jewelry, *HSN, St. Petersburg, FL* May 2022 – August 2022

- Processed import, domestic, and/or dropship purchase orders for 7 separate brands
- Built relationships with vendors to solve problems and facilitate the buying process
- Researched existing and new brands to find new product offerings and improve brand image
- Pitched ideas to upper management for product improvements to better meet the needs of the target market

Retail Sales Associate, *Alpaca by Jaca, Lynchburg, VA* May 2021 – May 2022

- Learned organizational skills and knowledge of customers to create visual displays and manage store inventory
- Used active listening to customers to gain understanding of products that would meet their needs
- Gained specialized knowledge about clothing and materials, used to assist customers

Retail Sales Associate, *Loft (by Ann Taylor), Albuquerque, NM* March 2018 – September 2018

- Building relationships with customers to better understand the target market and drive sales
- Worked closely with clients to offer advice and product recommendations to satisfy customer needs
- Used associated computer systems and knowledge of clothes / brands at Loft to complete client orders

Retail Sales Associate (Juniors' and Menswear), *Kohl's Corporation, Albuquerque, NM* July 2017 – August 2017

- Gained training as a Cashier (POS Associate) to complete customer purchases in an efficient manner
- Managed clothing displays and merchandising freight according to store plans
- Developed a working knowledge of clothes/brands available at Kohl's to improve customer service