

Stacy N. Hawkinson

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EDUCATION

Bachelor of Arts, May 2006, **University of Minnesota-Twin Cities**, Minneapolis, MN

Major: Professional Strategic Communications – Public Relations

Minor: Fashion Merchandising

SKILLS

- Excel in sales, with outstanding interpersonal and persuasive skills
- Excellent verbal and written communication skills
- Entrepreneur, strong work ethic, adaptable, accountable, a team player
- Exceptional planner, detail-oriented, creative, outgoing, personable
- Exceptional merchandiser, fashion forward, stylish, trendy
- Proficient in Microsoft Word, Excel, PowerPoint, Outlook, QuickBooks, and Ten Key
- WPM 65

CURRENT EMPLOYMENT

Merchandising & Sales Consultant/PR Coordinator, **Ciao Bella**, June 2008 – Present

- Increase sales by providing clientele with product knowledge and styling advice
- Plan and implement in-store events and conduct PR tactics

MARKETING & PUBLIC RELATIONS EXPERIENCE

Executive Events Assistant, **H2 Public Relations**, San Diego, CA, November 2007 – April 2008

- Planned and implemented multiple events for high-end restaurants and retailers in the San Diego vicinity

Executive Assistant, **Home Xpressions**, Minocqua, WI, April 2000 – July 2006

- Coordinated all marketing and PR material distributed to clientele

Marketing/Promotional Specialist, **Miller Brewing Co.**, Minocqua, WI, summer 2006

- Created marketing displays and promoted products to businesses in Wisconsin

Events Intern, **Vision Modeling Agency**, Minneapolis, MN March 2006 – May 2006

- Assisted in the planning process of a ten-year anniversary event that included a high-profile guest list and celebrity entertainment

MERCHANDISING EXPERIENCE

Merchandise Coordinator, **Niche Boutique**, San Diego, CA, September 2007 – April 2008

- Planned all aspects of store presentation while attending markets and trade shows in Los Angeles to purchase seasonal merchandise

Manager, **The Root Cellar**, Minocqua, WI, June 2004 – September 2007

- Created displays throughout the boutique while achieving 80% of repeat business

Buyer & Merchandise Coordinator, **HMSHost**, Minneapolis, MN November 2006 – May 2007

- Analyzed inventory sales levels and coordinated planograms and seasonal floor moves for the 26 retail stores within the MSP International Airport

COMMUNITY INVOLVEMENT

- **Fashion Group International**, member, April 2008 – Present

* References Available Upon Request