

RACHEL GIORGINA WOLFE

Birmingham, MI | rachel.giorgina@gmail.com | 248 · 977 · 8469 | www.linkedin.com/in/rachelgiorgina

EDUCATION

Auburn University

Auburn, Alabama
2014 - 2020

B. S. in Apparel Merchandising, Design,
and Production Management

Focus: Apparel Merchandising

Minors: Business, International Studies, Marketing

Joseph S. Bruno Abroad Study Program

Auburn University | Ariccia, Italy
Fall 2018 Semester

Selected to participate in a 12-week study aboard
program to be exposed to culture & language.

Completed a practicum with visual merchandiser Roberta
Alessandrini to learn design and marketing principles.

AWARDS

Apparel Advisory Board Mentoring Program
2017

Visual Merchandising Portfolio Finalist
2017

SKILLS

TECHNICAL

- Microsoft Excel, Word, & PowerPoint
- Adobe Photoshop

PROFESSIONAL

- Creative with a strong aesthetic eye for client, store, and event styling
- Detail oriented in multi-skill projects
- Exceptional time management skills across responsibilities and projects
- Organized in task and project execution
- Excellent listening skills for genuine customer service interactions
- Excellent strategic selling skills
- Trained in luxury level selling and client services
- Gained experience in event production and logistics
- Proficient in fashion and makeup styling
- Strategic problem solver
- Strong leadership skills in group event planning
- Proven to take initiative beyond responsibilities

EXPERIENCE

SAKS FIFTH AVENUE | Troy, Michigan

Beauty Advisor - CHANEL | October 2020 - September 2022

- Stake holder in implementing Animation initiatives and maintaining CHANEL Visual Merchandising Standards throughout the boutique
- Met boutique and store-wide sales goals in a fast-paced environment
- Utilized digital CHANEL Education tools to gain brand knowledge to collaborate with & empower other Saks Associates in selling CHANEL Beauty
- Assumed leadership responsibility while CHANEL Team Lead was on L.O.A.
- Displayed operational excellence by communicating and organizing supply and stock needs

CHANEL

Freelance Retail Selling Specialist | November 2018 - October 2020

- Participated in the implementation of Business Objectives to support CHANEL MBR Accounts & SAB
- As an enthusiastic team player, strove for excellence with every client interaction
- Passionately demonstrated brand knowledge and artistry skills in a genuine way to meet client needs

DILLARD'S | Montgomery, Alabama

Beauty Advisor - CHANEL | October 2017 - February 2018

- Built solid knowledge of CHANEL history and heritage while sharpening my artistry skills
- Achieved sales targets through services to recruit and retain customers with use of our clientelling systems
- Effectively communicated with my team to understand and overcome business challenges

HERVÉ LÉGER | Troy, Michigan

Stylist & Sales Associate | June 2015 - July 2016 + Holiday 2016

- Built and maintained an organized and active client book
- Designed and maintained the seasonal window display
- Awarded the GUEST Excellence Award: Q2 2016

INVOLVEMENT + LEADERSHIP

PRIDE ON THE PLAINS

Events & Entertainment Chair | August 2019 - August 2020

- Planned and executed the second annual Believe Ball and Back to School Bash
- Coordinated monthly Wine n' Drag Events for the community at local businesses
- Contributed to securing sponsorships to support the organization

Fundraisers & Benefits Assistant Chair | January 2019 - August 2019

- Coordinated and organized 2 fundraiser benefit events each month
- Worked closely with Public Relations Chairperson to produce marketing campaigns
- Led the planning and hosting of the Pride on the Plains Festival 2019

AUBURN UNIVERSITY CADS/AMDA ANNUAL FASHION EVENT

Styling Chair | August 2017 - April 2018

- Directed the vision and oversaw the styling of the hair, make-up, clothing, and accessories for 57 looks on the runway; coordinated with MAC cosmetics & Dillard's
- Led a committee of 4 members and 8 styling volunteers; managed all day-of scheduling

Decorations Chair | August 2016 - April 2017

- Led a group in creating & executing an Urbanistic theme throughout the large arena venue