



Paige Leeds

Independent Online Reseller

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About

Highly motivated, fashion-oriented individual with experience in online sales and brick-and-mortar sales, as well as a combination of the two in a luxury retail environment. Experienced in analysis of fashion trends, social media marketing, retail management, and e-commerce operations. Incredibly strong interpersonal skills and customer service.

BRANDS WORKED WITH

- ALIVESHOOES
- Depop
- J.Crew
- Lord & Taylor
- Ralph Lauren
- Rodan + Fields

Experience



● Virtual Client Advisor

Ralph Lauren | Jan 2022 - Jan 2023

- Launched a highly efficient e-commerce team, blending online sales and brick-and-mortar sales in a fast-paced luxury retail environment
- Managed the NotifyMe inbox from the women's flagship store by distributing client leads to stores nation-wide in order to facilitate sales
- Established personal relationships with clients and developed techniques for effective follow-up communication to drive further sales
- Performed weekly conversion, closed rate, and digital clienteling reports on Excel for managers to present to the region



● Assistant Manager

J.Crew | Nov 2021 - Jan 2022

- Oversaw sales floor operations and delegated tasks to optimize productivity
- Evaluated store's capacity to meet daily sales goals, strategized new techniques to drive sales, and communicated ideas to associates
- Welcomed customer inquiries and treated them as opportunities to teach associates how to approach a variety of situations



● Sales Associate

J.Crew | Aug 2021 - Nov 2021

- Sparked conversation and made connections with customers to ensure the buying process was as comfortable and personalized as possible
- Processed and packaged hundreds of online orders weekly
- Top seller for several weeks straight, promoted to AM within 2 months



● Executive Consultant

Rodan + Fields | Jul 2020 - Feb 2021

- Established part-time self-owned business to provide individuals with personalized skin care products and remote business opportunities
- Developed social media marketing strategies to increase customer awareness through Instagram and Facebook
- Maintained constant communication with customers to respond to inquiries and highlight product/order information



● Fashion Designer

ALIVESHOOES | Aug 2019 -

- Designed upscale footwear through use of online templates to customize construction, color, and material of products
- Communicated with Italian manufacturer for production and development
- Created unique brand by developing logos and personalized packaging, and marketing products via social media platforms
- Received Staff Pick Award for outstanding branding and design



- **Fulfillment Associate**

Lord & Taylor | Jun 2018 - Aug 2018

- Developed and executed order-fulfillment strategies to optimize process for busy online-purchasing division
- Collaborated with a diverse team to carry out all phases of logistics from order-taking to shipment



- **Independent Online Reseller**

Depop | Jul 2013 -

- Operated internet resale business on several mobile applications to profit off of clothing and accessories by sourcing affordable, in-demand items
- Researched prices and most successful methods of advertisement to ensure that each listed product appealed to consumers
- Communicated with buyers to negotiate final prices, indicate dates of shipment, and respond to requests for additional product information
- Received over 200 sales and five-star reviews across all platforms (Depop, Poshmark, eBay)

Education & Training

2023

- **London College of Fashion, University of the Arts London**

Master of Science - MS,

2016 - 2020

- **Binghamton University**

Bachelor of Science - BS,