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| **Naomi****Alabi**

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|  | naomi.alabi@gmail.com |
|  | (347) 286-9553 |
|  | 333 SCHERMERHORN ST APT 17Q, BROOKLYN, New York 11217 |

 |
| **Skills*** Strategic planning
* Business development
* Profit and revenue-generating strategies
* Market understanding
* Sale expertise
* Territory management
* Vendor management
* Project Management
* Staff management

**Education**California State University Northridge, CA  *Bachelor of Arts*: Communications, Public Relations **Accomplishments*** *Training*Designed and executed one-month training program for company sales team, increasing employee productivity and product knowledge.
* Supervised team of 12 staff members.
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| **Professional Summary**Motivated Customer Service Manager with 5+ years sales representative experience. Well-qualified Customer Service leader adept at generating leads, establishing agreements and developing ads. Excellent communication, multitasking and problem-solving abilities. |
| **Work History**Fashion Week Online - Business Development Manager New York, NY  •  06/2018 - Current * Managed budgets of up to $200,000, for up to 500 attendees Oversaw team of vendors and event contributors including performers, photographers, caterers, and transportation services.
* Conferred with advertising managers to develop and implement marketing plans for Media buying clients.
* Set up promotional activities in accordance with available inventory and staff resources.

Street Fashion Week - Marketing Director New York, NY  •  11/2016 - 06/2018 * Assist with scheduling and execution of bi annual event strategy in partnership with other teams. (LA and NY Markets)
* Coordinated innovative strategies to accomplish objectives and boost long-term profitability.
* Implemented marketing strategies which resulted in 150% growth of customer base.

KITSON - Fashion Buyer Los Angeles, CA  •  06/2013 - 08/2016 * Communicated with suppliers to negotiate best pricing on apparel and accessories.
* Sourced new vendors in effort to boost range of products offered in store locations while reducing costs through strategic contract negotiations.
* Made up to 40% annual buying trips to preview new items and make purchases.

Sbe International - Executive Assistant Los Angeles, CA  •  03/2010 - 05/2013 GRAMMY Museum-L.A. Live - Junior Publicist Intern Los Angeles, CA  •  05/2009 - 02/2010  |

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