|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Naomi**  **Alabi**     |  |  | | --- | --- | |  | 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. | | |  | | --- | | **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 | |

.