

# ANNETTE MORENO

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## MANAGEMENT PROFILE

- Operations Oversight
  - Client Management
  - Leadership Training
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Highly accomplished business executive at Tiffany & Co with five years experience supervising a staff of 20 engaged in achieving yearly sales plan goals. Promoted to manager two years after joining the company. As a manager practiced skills in product knowledge and operational skill. Held and administered sales meetings to address previous day sales and what needed to be done in the present. Strategic planner and highly organized multi-syncing pro who thrives in a fast paced environment. Provide leadership training for the team as well as client services to partners. Monitored employees to ensure work was completed on time and scheduled work coverage. Troubleshoot client, staff and operational related problems. Act as the liaison between the corporate offices and departments across the country. Responsible for overseeing all activities related to daily operations. Manage and contribute to the design and implementation of displays. Recruit, manage, evaluate and mentor individuals and associates. Articulate communicator with pervasive sales presentation.

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## ACCOMPLISHMENTS

- Set expectations of associates supporting external clientele that produced an additional 19% profit.
- Negotiated with customers to resolve disputes involving time and delivery issues that saved the company money.
- Successfully created and carried out promotional events for the company that brought in over \$200,000 each year in business.
- Planned and administered in-store promotions events and client dinners that all-together grossed over \$3M within several years
- Assisted Sales Manager to merge operational projects with other stores.
- Consistently exceeded in business development goals.
- Nominee for *Tiffany & Co. Store of the Year* Award.

## COMPUTER & SOFTWARE SKILLS

Skilled in Microsoft Office, Atlas, CRM, ENGAGE, Web Reporting, POS and Back Office, working knowledge of Adobe Photo Shop, Illustrator 9, GoLive

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## PROFESSIONAL EXPERIENCE

**Tiffany& Co. – Chevy Chase, MD**  
Assistant Store Manager

2006-Present

- Manage sales staff of 15-20 to achieve and exceed yearly sales plan by providing skill development, subject matter expertise and exceptional customer service.

- Oversee all activities related to daily operations including supplies, inventory processes, merchandising and facility issues.
- Create schedules for Sales and Operational Staff to maximize effectiveness and minimize overtime.
- Work closely with Sales Manager to develop and implement a new hiring strategy.
- Recruit, train and mentor all sales and operations professionals. Responsible for daily sales floor activities, supervising staff and customer service. Solve problems regarding store's efficiency and productivity. Oversee compliance with company policies and standards.
- Work closely with Sales Professionals to recognize and enhance productivity by creating business plans. Review reports and records to ensure adherence to company policies and standards.
- During 2010, met monthly to work on fiscal goals and individual responsibilities with sales force to review top, lapsed as well as prospective clients. Wrote monthly report For Regional VP regarding top segments within these categories showing follow up and progress made which generated \$2M in business.
- Foster a store culture that supports personal discretion, initiative, and judgment to resolve customer issues and prevent potential problems. Manage store openings, renovations and closing projects.
- Create and implement multiple sales incentive programs for sales staff.
- Increase per sales professional personal sales numbers 10 – 20% generating over \$229
- Oversaw operational activities including supplies, inventory processes, merchandising and facility issues. Act as liaison and primary contact for the Regional Visual Merchandise Manager.
- Prepare and change all window displays from directives. Responsible for maintaining vitrines and caselines while re-evaluating the location of displayed merchandise to enhance sales.
- Appointed by Regional Vice President to assist Tiffany & Co. Corporate Retail Sales Development Division open new store in Natick, MA.

### EDUCATION

**Participated in Tiffany's 2011 Management Development Program  
Georgetown University, Class of 2004  
B.A. in Art with concentration in Digital Art; Minor Sociology**

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