

**Bailey Kruse**  
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## **Education**

- The University of Utah Aug. 2016 - July 2020
- Bachelor of Arts in Strategic Communications
- Study Abroad in France

## **Experience**

### Stockist

- Consistently won multiple independent targeted product contests
- Contributed greatly to exceeding the team's daily and monthly sales goals
- Built and maintained dynamic relationships with clientele
- Marketed special promotions and sales to targeted and general customers
- Merchandised the store and styled mannequins on a weekly basis

### Arte Haus Collectif/Collectif Rue:

- Sent large amounts of emails to clients through the direct mail marketing program, HubSpot
- Created a template for sending the mass direct emails
- Ran a social media account for the company
  - Responsible for Instagram stories which entailed photographing, creating, and posting
  - Posts reached 500+ followers
  - Responded to all Direct Messaging with requested information that pushed sales

### Eberjey

- Communicated end of day report to corporate headquarters which included calculations of the day's sales, feedback, and my recommendations
- Collaborated with Instagram influencers to blend their brand and to highlight Eberjey's product.
- Maintained customer database for marketing campaigns
- Made or exceeded personal monthly sales quota every month

### Clare V.

- Chosen to work for their exclusive sample sale as well as worked at important company events
- Sent handwritten letters and emails to customers
- Sent end of day emails to the whole company about the day's sales and a recap of day

### A'maree's

- Worked for VIP customers
- Worked at numerous events for high-end designers
- Customer service for online sales as well as store sales

## **Skills**

- Adobe Photoshop
- Adobe Illustrator
- WordPress
- Excel
- HubSpot
- French language