

Ana Long

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SUMMARY

Customer focused **Retail Sales Associate** with four years of experience supporting apparel, footwear, handbags, and **accessories** customers in busy department and specialty retail settings. Creates personal shopping experiences through product discovery, fitting support, coordinated recommendations, and clear product guidance. Builds repeat business by recording preferences, following up on new arrivals, and suggesting relevant options without pressure. Balances sales goals with floor coverage, replenishment, visual presentation, fulfillment coordination, and accurate point of sale transactions. Comfortable supporting commission based sales in fast paced stores, including **women's apparel**, shoes, bags, and accessories. Known for dependable service, practical product knowledge, and calm partnership with inventory teams during high traffic periods.

EXPERIENCE

Retail Sales Associate, Fashion and Accessories

November 2024 - Present

Willow & Thread

Hoboken, NJ

- Supports **women's apparel**, footwear, handbags, and accessories sales across discovery, fitting, styling, checkout, client outreach, replenishment, and fulfillment coordination. Maintains polished service during busy weekends while protecting customer preferences, sales goals, and presentation standards.
- Guided apparel, footwear, handbag, and accessory shoppers from discovery through fitting and coordinated checkout selections.
 - Recorded client preferences and purchases, then shared timely new arrival updates that encouraged repeat store visits.
 - Explained fit, materials, care, and styling options through consultative conversations shaped around budgets and personal preferences.
 - Partnered with stock associates to locate sizes, arrange holds, and resolve availability questions during busy selling periods.
 - Supported commission based sales goals through floor coverage, accurate point of sale processing, and thoughtful recommendations.
 - Reset selling areas and replenished high demand merchandise, keeping assortments organized and customer ready

Sales Associate, Apparel and Accessories

October 2022 - October 2024

Maple Row Outfitters

Newark, NJ

- Served customers in a specialty apparel and accessories environment, combining product knowledge, coordinated recommendations, transaction accuracy, replenishment support, and floor preparation. Earned broader opening and peer briefing responsibilities through dependable service and strong assortment knowledge.
- Matched occasion, fit, and personal style needs with coordinated apparel, footwear, bags, and accessory recommendations.
 - Translated seasonal product details into clear guidance that supported confident purchase decisions across core assortments.
 - Processed purchases, returns, exchanges, and pickups accurately while maintaining courteous service during holiday traffic.
 - Used recurring fit questions and customer feedback to organize floors and keep requested sizes accessible.
 - Partnered with receiving staff on replenishment and stock checks, reducing delays for alternate sizes and colors.
 - Prepared opening floors and briefed peers on products after demonstrating reliable service and assortment knowledge

PROJECTS

Clienteling and Repeat Visit Support 📅 2025

Created a practical client book workflow for recording preferences, purchase notes, new arrivals, and replenishment outreach. This supported warmer follow up conversations and more relevant recommendations across apparel, shoes, handbags, and accessories.

Cross Category Styling Support 📅 2024

Improved customer discovery conversations by connecting apparel, footwear, handbags, and accessories with occasion, fit, budget, and personal style. Clear product explanations helped shoppers make confident choices without pressure.

LEADERSHIP & AWARDS

- Recognized by store leadership for dependable customer service and expanded responsibility during opening floor preparation.
- Trusted to provide peer product briefings after building strong knowledge of seasonal apparel, footwear, bags, and accessories.

EDUCATION

Associate of Applied Science in Fashion Business Management

Hudson County Community College GPA: 3.5

Coursework: Apparel Merchandising, Retail Sales, Fashion Marketing, Store Operations

2022

Jersey City, NJ

CERTIFICATIONS

- Retail Customer Service Foundations 📅 2023
- Point of Sale Operations Certificate 📅 2024

TECHNICAL SKILLS

- **Retail Sales Methods:** Consultative selling, cross selling, commission based sales
- **Customer Service Tools:** Clienteling, product discovery, relationship building
- **Fashion Categories:** Women's apparel, footwear, handbags
- **Accessories Categories:** Bags, accessories, coordinated styling
- **Point of Sale Systems:** Purchases, returns, exchanges
- **Inventory Operations:** Stock checks, size searches, merchandise holds
- **Fulfillment Operations:** Pickups, fulfillment coordination, availability support
- **Merchandising Operations:** Floor resets, replenishment, presentation standards
- **Customer Outreach:** Client books, preference notes, new arrival updates
- **Store Performance:** Sales goals, floor coverage, promotional periods

SKILLS

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|------------------------|---------------------|----------------------------|-------------------------|
| • Customer Service | • Accessories Sales | • Point of Sale | • Retail Sales |
| • Consultative Selling | • Clienteling | • Merchandising | • Relationship Building |
| • Apparel Sales | • Cross Selling | • Replenishment | • Commission Sales |
| • Footwear Sales | • Product Knowledge | • Fulfillment Coordination | |

PROFESSIONAL AFFILIATIONS

- National Retail Federation Foundation, retail customer service learning community.
- Hudson County Community College, Fashion Business Management alumni community.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST