

Hana Valencia

Sales Manager

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STRENGTHS



Customer Guidance

Families received clear apparel recommendations after product features, fit, and sizing were explained in everyday language.



Floor Leadership

Busy shifts stayed organized through visible coverage decisions, timely coaching, and calm Leader on Duty support.



Service Recovery

Customer concerns received practical attention and clear next steps, helping preserve trust during difficult shopping moments.



Product Knowledge

Repeated sizing questions became useful coaching moments, helping associates give more confident guidance across children's apparel.



Operational Focus

Safety checks, recovery routines, and task records kept daily execution steady when priorities changed quickly.

SKILLS

Retail Sales Leader on Duty

Children's Apparel

Customer Service

Associate Coaching

Omni Channel Service

Product Knowledge

Customer Loyalty

Store Credit Programs

Service Recovery Asset Protection

Safety Awareness

Operational Controls

SUMMARY

Retail sales leader with five years of progressive experience in specialty apparel and family focused store environments. Leads sales floor execution, serves as **Leader on Duty**, and supports welcoming, safe, and inclusive customer experiences. Coaches associates on **product knowledge**, service standards, **omni channel** routines, loyalty programs, credit conversations, and customer concern resolution. Guides families through baby and children's apparel selections from newborn through school age, translating fit, fabric, sizing, and features into useful recommendations. Balances customer engagement with operational discipline across merchandising priorities, pickup activity, safety checks, Asset Protection, and store controls. Uses Outlook, Excel, web navigation, **customer feedback**, and daily observations to keep teams aligned during busy days, nights, weekends, and holidays. Ready to contribute practical leadership, dependable follow through, and thoughtful service in a part time retail setting.

EXPERIENCE

Sales Supervisor

Willow & Pine Kidswear 📅 January 2024 to Present 📍 Greenville, SC

Lead daily sales floor operations for a specialty children's apparel store, supporting customer coverage, associate development, omni channel fulfillment, merchandising priorities, safety, and Leader on Duty decisions.

- Led sales floor coverage during busy periods, balancing fitting rooms, pickups, **coaching**, and merchandising tasks.
- Served as **Leader on Duty**, resolving **customer concerns** and keeping associates focused on welcoming service.
- Coached associates on sizing, product features, service standards, and omni channel routines through immediate feedback.
- Guided families through baby and children's apparel choices, explaining fit, fabric, features, and size options.
- Supported **loyalty** and store **credit** conversations with clear benefit explanations and compliant customer interactions.
- Reinforced **Asset Protection** through safety checks, recovery routines, floor presence, and timely issue escalation.

Senior Sales Associate

Meadow Lane Family Apparel 📅 June 2022 to December 2023 📍 Spartanburg, SC

Supported customer engagement and shift execution across family apparel departments, becoming a trusted resource for product guidance, service recovery, promotional priorities, communication records, and **operational controls**.

- Managed customer engagement across apparel departments while supporting product questions and service recovery.
- Trained newer associates on greetings, product navigation, register practices, online order handoffs, and concern responses.
- Used recurring customer questions to identify merchandising gaps and share practical observations with leadership.
- Coordinated promotional priorities by checking signage, placement, replenishment, and associate awareness throughout shifts.
- Maintained task records with **Outlook**, **Excel**, and web systems, supporting clear follow through across coverage.
- Supported safety and loss prevention routines through organized recovery, clear walkways, and consistent controls.

Merchandising Follow Through

Multitasking

LANGUAGES

English Native

Spanish Intermediate

MY CAREER

0 MONTHS

Sales Associate

Blue Ridge Apparel Outlet 📅 October 2021 to May 2022 📍 Asheville, NC

Delivered customer focused apparel service while building **product knowledge**, supporting register and online order workflows, resolving routine concerns, and following safety and Asset Protection procedures.

- Greeted customers, clarified shopping needs, explained apparel options, and maintained organized selling areas.
- Built garment knowledge across features, sizing, care, and seasonal assortments for clearer recommendations.
- Resolved routine service issues within guidelines and escalated exceptions with concise context for supervisors.
- Balanced register coverage, replenishment, recovery, customer questions, and online order tasks during busy shifts.
- Used **web navigation** and store technology to locate inventory when requested sizes were unavailable.
- Followed ladder use, **lifting**, safety, and **Asset Protection** practices across stock and floor tasks.

PROJECTS

Omni Channel Service Focus 📅 2025

Improved daily pickup handoffs and customer guidance by connecting floor coverage, product knowledge, web inventory checks, and service recovery habits.

Children’s Apparel Knowledge Program 📅 2024

Built practical reference habits for baby and children’s apparel, helping associates explain fit, fabric, sizing, features, and customer benefits.

LEADERSHIP & AWARDS

- Recognized as a trusted shift resource for service recovery, product questions, and daily business priorities.
- Selected for recurring Leader on Duty assignments based on dependable floor judgment and customer care.
- Earned team recognition for positive coaching, clear communication, and steady execution during holiday traffic.

EDUCATION

High School Diploma

T.C. Roberson High School 🎓 GPA: 4.0 📅 2021 📍 Asheville, NC

Coursework: Communication, business fundamentals, consumer studies, technology applications

CERTIFICATIONS

- American Red Cross Adult and Pediatric First Aid, CPR, AED 📅 2025
- Retail Safety and Asset Protection Training 📅 2025

TECHNICAL SKILLS

- **Office Applications:** Outlook, Excel, Microsoft Office
- **Web Tools:** Web navigation, online inventory, store systems
- **Retail Platforms:** Point of sale, online orders, pickup workflows
- **Customer Programs:** Loyalty programs, store credit, referral programs
- **Apparel Knowledge:** Baby apparel, children’s apparel, product features
- **Sales Floor Operations:** Floor coverage, fitting rooms, replenishment
- **Merchandising:** Promotional signage, product placement, recovery
- **Service Standards:** Customer greetings, service recovery, product guidance
- **Safety Practices:** Ladder use, lifting, walkways, hazard awareness
- **Asset Protection:** Loss prevention, operational controls, unusual activity
- **Communication Methods:** Verbal communication, written communication, shift records

- **Work Scheduling:** Day shifts, night shifts, weekends, holidays

PROFESSIONAL AFFILIATIONS

- Retail team collaboration through daily coaching, shift support, and shared customer service standards.
- Children's apparel peer learning through product discussions, sizing guidance, and practical customer recommendations.

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST