

CHRISTINA CICCONE
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(415) 203-1735

EXPERIENCE

10/12- present **CAFÉ FIORE, San Francisco, CA, USA**
Server

10/06 **KENNETH COLE PRODUCTIONS, San Francisco, CA, USA**
03/12 *New York-based leading fashion house with designs and product sales worldwide*

Merchandise Coordinator for Northern California

- Maintained on-site customer relations and firm merchandising standards across Northern California
- Trained and educated sales-staff about products that led to \$400K+ increase in territory sales
- Organized and executed in-store sales events and trunk shows for new product launches
- Hired and trained all Northern California specialists on merchandise style, construction and key design attributes
- Authored reports on store growth opportunities, forecasts of product trends to supplement ongoing revenue targets
- Conducted regular talks with department managers and account executives to organize floor space, discuss product emphasis and promotion of sales.

08/05 **PIERO TUCCI, Florence, Italy**
09/06 *Creators and designers of high-end individually handcrafted leather products and fashion accessories*

Showroom Sales Specialist

- Assisted in product development by working with the design team to focus on product trends
- Managed various store activities and policies for sales, service, cashiering leading to efficient store operations
- Maximized sales by implementing strategies for extensive Positive Marketing and superior customer service
- Documented guidelines for resolving trouble-issues for product availability, displays and quality of service

Analyzed and correlated weekly sales data to ensure status of sales objectives to be met

EDUCATION

05/03 - 01/05 MA - Polimoda Int'l. Institute of Fashion & Marketing – Fashion Merchandising & Marketing Mgmt.
01/98 - 01/02 BA - San Francisco State University - Broadcast and Electronic Communication Arts

PERSONAL INFORMATION

- Fluent English, Italian, and Russian
- Basic Spanish