

Ariel Betancourt



<http://www.arielbetancourt.com>

CELL (828) 275-6431 • E-MAIL ariel.91@gmail.com

EDUCATION

Savannah College of Art and Design (SCAD), Atlanta, GA

Bachelor of Fine Arts in Fashion Marketing & Management, *November 2013*

Minor: Graphic Design

GPA: 3.8/4.0; Dean's List: Ten Quarters

SKILLS

Software: Proficient in Microsoft Office Suite, Adobe Photoshop, InDesign, HTML & CSS code

Marketing: Visual Merchandising, Event Planning, Styling, Marketing Plans, Social Media

Tradeshows: Americas Mart Apparel Market Sales Rep for Flying Tomato and Ark & Co

EXPERIENCE

Sandpiper, Atlanta, GA

Sales and Marketing Specialist, October 2015- November 2016

Luxury Sales Specialist at Sandpiper (Vinings):

- Ensure all customers have a positive shopping experience by providing top customer service
- Develop positive relationships with customers and build clientele
- Input new items into POS system and merchandise stock on sales floor
- Help execute store events and trunk shows

Marketing Specialist at Mint by Sandpiper (Inman Park):

- Manage all social media accounts: Instagram, Facebook, Twitter & Pinterest
- Create e-mail campaigns, marketing plans, and update website
- Plan and execute store events including the annual Boutique Warehouse Sale

Tootsies, Atlanta, GA

Sales Assistant, March 2014-October 2015

- Provide exceptional customer service to all customers
- Conduct store transfers, RTVs, and markdowns
- Merchandise all stock on sales floor
- Assist with and help execute store events, charity fashion shows, trunk shows, and luncheons

Neiman Marcus, Atlanta, GA

Intern, October 2013-January 2014

- Worked closely with managers in the following departments: Gift Galleries, Contemporary, Designer, Beauty, Public Relations, Customer Service and Visual Merchandising.
- Built relationships with customers by providing top customer service.
- Learned the process and steps necessary to plan and execute a corporate event while assisting with in-store trunk shows, holiday events, and designer appearances
- Accurately conducted markdowns, RTVS and transfers.

Abercrombie & Fitch, Asheville, NC

Sales Associate, November 2009- August 2011

- Ensured sound customer service by addressing concerns promptly and to their satisfaction
- Proficient in point of sale cash terminal

VOLUNTEER

Feel Beautiful Today, Fashion Show Event Coordinator, 2016-2017

Dress for Success Fundraiser Event, Silent Auction Volunteer, 2012

Western North Carolina AIDS Project, Fashion Show Event Coordinator, 2010