

LUCY L. BEASLY

852 East 58th Street • Second Floor • NEW YORK, NEW YORK 18834

Residence: (718) 831-2658 • Cell: (718) 524-5698

lucyl@yahoo.com

SUMMARY

Accomplished professional in retail store management • Strong academic and on-the-job training • Extensive experience in retail selling, customer service, visual merchandising, and all aspects of store operations • Demonstrated ability to train and coach sales personnel • Solid history of coordinating with buyers in optimal selection of merchandise matching local demographics • Recognized expertise covering a wide range of art and graphic design • Compelling negotiator with multilingual oral, written, and public speaking communication skills in English, Spanish, and Creole • Practiced computer literacy • Proven team player with established record of multi-task proficiency, leadership, creativity, resourcefulness, organizational command, and problem-solving know-how

EXPERIENCE

Manager of Designs

2003 to present

MARVIN MELTZER ARCHITECTURAL DESIGN • NEW YORK, NY

Create both manual and computer graphic decorative concepts for this architectural firm that designs large commercial and residential buildings. Generate artistic and structural designs, dealing with materials and all furnishings. Select furnishings, decorations, colors, and textures. Maintain a leading-edge knowledge of materials and interior fashion through industry publications, journals, and the Internet. Research competition and meet frequently with representatives of furniture, fabric, and paint manufacturers. Consult frequently with vendors and craftsman and artisans.

Accomplishment:

- Recognized for a design of the facade of the Prospect Heights New Development Building in Brooklyn that featured a unique outside elevator that commands attention within a visible distance.

Store Manager

1996 to 2003

VICTORIA'S SECRET • NEW YORK, NY

Began as a sales associate, advancing within one year to the manager of one of the highest volume branches of this national chain of hundreds of women's specialty apparel stores. Hired, trained, and supervised 30 employees, including assistant managers, salespersons, and stock clerks. Worked alongside subordinates, selling merchandise. Concentrated on sales, visual merchandising techniques, and building a loyal customer base. Handled all operational functions with full P&L responsibilities, impacting payroll, banking, loss prevention, and inventory control. Participated in managers periodic meetings.

Accomplishments:

- Credited with a major influential role in the more-than 20% increase in revenue annually during this period.
- Commended for superior merchandising and outstanding store appearance that has increased walk-in trade and revenue significantly.

EDUCATION

Bachelor of Arts in Interior Design

2003

SCHOOL FOR INTERIOR DESIGN • NEW YORK, NY

Associate of Applied Science in Medicine

2000

LONG ISLAND UNIVERSITY • BROOKLYN, NY

Attended a number of seminars and special training sessions conducted by educational institutions on such topics as: improving selling techniques, customer service, diversity in the workplace, business management, leadership, negotiation, purchasing, sexual harassment, loss prevention, managing human resources, and interpreting profit and loss statements to improve general performance.

COMPUTER KNOWLEDGE

20/20 Design Lotus 1-2-3 MS Excel MS Word WordPerfect

References available upon request