**Kayla Cochran**

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**EXPERIENCE**

**Top Selling & Brand Manager**  May. 2015 - Present

Bath & Body Works | Brooklyn, NY & Providence, RI

* + Managed the full cycle recruiting process, including sourcing, screening, interviewing, onboarding, and training associates.
	+ Managed daily operations, including purchasing, inventory control, merchandising and product distribution.
	+ Designed displays to make the store experience interactive and engaging while still maintaining brand standards.
	+ Increased store sales above target each quarter by analyzing daily sales and creating action plans to achieve.

 Key Accomplishments:

* + Hired and trained over 50 seasonal associates in 14 days with a 70% retention rate. (September 2020)
	+ Process an average of 45 transaction in an hour with a 98% accurate rate to prevent long customer wait times.

**Account Executive** Aug. 2019 - Aug. 2020

Yelp | New York, NY

* + Properly probed customers and sold small businesses Yelp adverting based upon customers needs to increase sales.
	+ Called an average of 120 new and existing customers daily to gain their business, through building rapport and maintain strong sales skills as well as product knowledge.
	+ Worked with standard Salesforce objects like Accounts, Contacts, Leads, Cases and Opportunities while still maintain a pipeline of approximately 120-150 leads.
	+ Exceeded daily customers call quota by 30% by measuring input against goal and holding my self-accountable.

 Key Accomplishments:

* + Making 10K on my first 3 days of the job.
	+ Winning the “Play Well with Others” award out of 100 people in August’ 2019

**Marketing & Brand Development Intern** Feb. 2018 – May 2018

The Retail Project | Providence, RI

* + Drafted reports and presentation for senior management to track incoming customer reviews, social media analytics and accomplishments that could be easily understood from a sales perspective.
	+ Developed and planned social business strategy as well as solution definition for client products, services, and platforms through managements software such as Hootsuite and Viraltag.
	+ Increased brands revenue by 20% over a 3-month period by designing and enacting marketing strategies within a budget parameters, as well as studying key consumer and market data.
	+ Directed preparation of marketing collateral, including descriptions, photographs and copy for print and digital needs.

**EDUCATION**

**Johnson & Wales University** | Bachelor of Science in Marketing, Specialization in Creative Concepts & Strategy Feb 2019

* GPA: 3.7/4.0
* *President*, The Caribbean Student Association
* *Program Chair,* Black Student Union

**Skills**

Microsoft Office | Salesforce | Business Development | Organizational Strategy| Problem Solver | Customer Service | Data-Driven| Time-Management Skills