

ALLIE COLE

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SUMMARY

Dynamic and results-driven professional with a passion for building brand relationships based on trust and consumer-focused strategies. Proven track record in sales, merchandising, and market research, with strong leadership and communication skills. Adept at driving sales performance, enhancing product visibility, and creating engaging consumer experiences.

WORK EXPERIENCE

Department Coordinator , Sun and Ski Sports

May 2023 - Present

- Coordinate and execute visual merchandise strategies to enhance overall customer experience and drive sales
- Achieved Peak Performer Sales status (highest sales per quarter)
- Provide superior customer service and maintain relationships with vendors, buyers, store team, and upper management
- Manage merchandise and store planning
- Demonstrate leadership skills in managing, motivating, and developing store team
- Effectively promote and market products and services to consumers to increase product awareness and sales

Membership Clerk, Costco Wholesale

Jun 2021 - May 2023

- Develop and maintain strong relationships with current and potential members to increase membership retention and acquisition
- Market and sell memberships and services to potential and current members
- Successfully met sales quotas and benchmarks with 99% NMAR (New Member Auto-Renewal), 70% NME (New Member Executive), and 30% TP (Triple Play- NMAR, NME, Citi Visa Application)
- AS400 Administration

EDUCATION

Bachelor's Degree in Journalism and Mass Communication

Aug 2020 - May 2025

University of Oklahoma

- Major in Advertising
- Minor in Political Science
- Teaching Assistant for Advertising Media (Professor Jim Helberg- Spring 2025)
- President's Community Scholar
- Academic Excellence Scholarship recipient

AWARDS

- Gold ADDY Award (Oklahoma AAF)
 - Elements of Advertising: Copywriting - Toyota "Grand Daughter" (2025)
- Silver ADDY Award (Oklahoma AAF)
 - Elements of Advertising: Copywriting - Nuuly "Designer Wardrobe" (2025)

ADDITIONAL INFORMATION

- **Technical Skills:** Critical Thinking, Market Research, Canva, Copywriting, Visual Merchandise Planning, CRM Databases, MRI-Simmons Research, Microsoft and Google Offices, Adobe Creative Cloud, Retail Management
- **Certifications:** Beginner and Advanced Google Analytics, Collaborative Institutional Training Initiative- Human Research: Social Behavior Modules