

# Ashley Joi Whitley

## CREATIVE ENTREPRENEUR

Adaptable, creative, detail-oriented, self-starter with a unique variety of art, sales, office administration, team management, and customer relations experience.

### EXPERIENCE

#### Artist, Self-Employed, Artistry of Ashley Joi

August 2015 - PRESENT

- Independently create, market, sell, and deliver original works to Art Collectors
- Self-promote original works through marketing, paid promotion, website user experience development, gallery exhibitions, networking, speaking engagements, artist talks, events, and social media platforms
- Develop, market, and execute events, workshops, and art exhibits at fairs, events, and personally acquired spaces
- Photograph, reproduce, market, and sell, and deliver reproductions of original works to Art Collectors
- Acquired and maintain a partnership with merchandising corporations, to license original works
- Utilize previous 15 years of work experience in sales and marketing to grow art website [www.ArtistryofAshleyJoi.com](http://www.ArtistryofAshleyJoi.com) into the top-performing godaddy website category
- Founded [www.BuyBlackWork.com](http://www.BuyBlackWork.com), a curated collection of black and brown creativity and creative resources

#### Real Estate Agent, Keri Shull Team, Optime Realty, Arlington, Virginia

September 2014 - July 2015

Licensed Real Estate Agent in the luxury home market, specializing in assisting Buyers with acquiring residential properties

- Maintained sales goal of two home closings per month
- Prospected clients through various marketing methods, including cold-calling, email, direct mail, referrals, events, etc.
- Developed personalized marketing campaigns to open available inventory that met the specifications of client needs, including direct mail, email, cold-calling
- Personally developed and executed company-wide client gifting program to maintain relationships with past clients and increase new client referrals
- Worked with, and supported, teammates to offer exemplary customer satisfaction to prospective, current, and past clients

#### Brand Manager, L'Oreal, McLean, Virginia

May 2012 - January 2013

Independent representative for Viktor & Rolfe at Neiman Marcus

- Developed, implemented, and executed personalized sales strategies to introduce luxury brand products to customers, secure sales, maintain sales goals, and foster customer relationships beyond point-of-sale
- Teamed with other Brand Ambassadors to create and promote events around new product launches and incentives

#### Brand Manager, Bvlgari, McLean, Virginia

May 2012 - January 2013

Independent representative for Bvlgari at Saks Fifth Avenue

- Developed, implemented, and executed personalized sales strategies to introduce luxury brand products to customers, secure sales, maintain sales goals, and foster customer relationships beyond point-of-sale
- Teamed with other Brand Ambassadors to create and promote events around new product launches and incentives

### SKILLS

Luxury Sales

Graphic Design

Visual Art

Contract Execution

Creative Licensing

Team Building/Team Management/Coaching

Public Speaking

Project Management

Website Building/Development

E-commerce/Auctions

Event Planning

Youth/Community Services

Multiple Awards for Excellence in Customer Service

Administrative Assistant and Office Coordination

Proficiency in Microsoft Office

## **Katie's Closet, Self-Employed, San Diego, California**

June 2010-August 2012

**Owner of online resale boutique, specializing in vintage and designer clothing resale**

- Acquired inventory through various direct channels to minimize investment and maximize profit
- Used graphic design background and understanding of customer base to develop a user-friendly shopping experience
- Developed pricing and SEO optimization strategies based on sales research
- Successfully sold new weekly inventory, consistently

## **Business Manager, Bloomingdale's, McLean, Virginia**

December 2007 - July 2009

**Managed and maintained business and Associates in the cosmetics department**

- Direct responsibilities included managing Associate staff, executing events to increase business, working closely with numerous vendors; Personally responsible for maintaining personal sales and credit goals, and building customer loyalty
- Received three outstanding scores in Customer Relations
- Developed quality team through selective hiring, training, coaching, and management
- Executed numerous events to exceed sales goals and expectations based on previous years

## **Assistant Manager, L'Occitane, McLean, Virginia**

May 2004 - November 2007

**In addition to duties at initial time of hire, worked with boutique Manager to successfully drive and grow business**

- Personally responsible for training, coaching, and managing Associate staff, and achieving the highest weekly sales goal percentage in the store. Transitioned into full management role with ease in absence of boutique Manager
- Through teamwork, increased boutique volume from a B category to an A+; Consistently achieved and exceeded personal sales goals
- Resolved conflicts and customer care issues to create a positive environment for customers and employees alike
- Went above and beyond position duties to maintain inventory, drive events, and develop customer relationships

## **Sales Associate [Key-holder Position], L'Occitane, McLean, Virginia [Promoted]**

Representative of an international French boutique specializing in skincare; worked closely with diverse clientele discussing skincare needs

## **Sales Coordinator, Pulte Homes, Fairfax, Virginia**

March 2005 - October 2006

**Coordinated daily functions of Design Studio; Provided executive-level support to the executive and management team; Partnered with various departments to execute projects**

- Consistently reviewed weekly reports to schedule Design Consultations, and ensure timely ordering of products in collaboration with construction schedules; Scheduled product delivery, product replacements and supply delivery
- Scheduled and prepared all division Clientele for Design Consultation; Used customer service experience to overcome scheduling obstacles and buyer anxieties.
- Used graphic and computer knowledge to create effective scheduling system; designed user-friendly calendars and spreadsheets to communicate client information within division through a shared database; maintained Design Consultant schedules and calendars
- Coordinated weekly events open to current and potential buyers, agents, and employees
- Developed, reviewed and summarized weekly statistics to track customer satisfaction results for Vice President of Sales
- Maintained relationship with trades and manufacturers to update newly contracted products and policies; corresponded with Sales Managers daily to best meet the needs of division clientele; Overcame and satisfied customer relation matters daily
- Communicated information between departments to Design Consultants, and Designers, to best meet the needs of all departments

- Checked contracts for errors, and ensured corresponding information for each home site across the division
- Used Graphic Design skills and worked closely with Purchasing Agents, Designers, Architecture, and Sales Managers to develop diagrams for use in contracting, in the field, and in brochures

### **Administrative Assistant, Pulte Homes, Fairfax, Virginia [Promoted]**

- Duties included: answering and transferring phone calls appropriately, scheduling appointments, creating and maintaining files for hundreds of home sites, preparing documents, ordering and stocking office supplies/refreshments, etc.
- Took initiative to complete many management level responsibilities in contributing to opening of Design Studio:  
Learned all design programs and floor plans, gave customer tours, presented product information, and satisfied customer relation matters
- Developed relationship with trades and manufacturers
- Created and implemented Design Studio handbook, offering consistent practices and procedures to be used between departments in dealing with Design Studio customers, issues, and inquiries

### **Customer Service Representative, Newport News Inc., Newport News, Virginia**

September 2003 - February 2004

Processed catalog requests, merchandise orders and returns; gave detailed product, company, order information

- Awarded for excellence in customer service; ability to alleviate problem-accounts, delayed deliveries, and irate customers

### **Counselor [Key-Holder Position], Huntington Community Center, Alexandria, Virginia**

May 2002 - September 2002

Worked with creative team to design, organize, and supervise successful summer enrichment program for youth ages six through 12

### **Account Specialist, Pacific Guarantee Mortgage, Vienna, Virginia**

May 2002 - September 2002

Scheduled appointments and offered other administrative assistance for highly motivated Senior Loan Officers looking to expand clientele and meet self-dictated closing loan quota for the year. Prospected clients through cold-calling, maintaining a position as a top-performer

### **Sales Associate, Bath & Body Works, Bailey's Crossroads, Virginia**

December 2001 - January 2002 [Seasonal]

### **Sales Associate, Sears Shoe Department, Alexandria, Virginia**

January 2001 - July 2001

## **EDUCATION**

### **University of Richmond Governor's School Residency Richmond, Virginia (Summer 1999)**

Virginia state art residency program

### **Hampton University - Hampton, Virginia (2001 - 2003)**

Majored and received credits in Fine Arts with emphasis in Graphic Design

Received college credits in English and Design, and advanced to AP Written Communication course, based on evaluation of high school grades

### **Stuart High School - Falls Church, Virginia (1997 - 2001)**

Advanced Diploma

International Baccalaureate Certificate - Painting