

# Kittie Baldwin

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## PROFESSIONAL SUMMARY

Accomplished professional with a unique blend of expertise spanning licensed cosmetology, strategic sales leadership, and a Master's degree in Integrated Strategic Media. With extensive experience in the beauty industry, I have consistently delivered exceptional client services and innovative aesthetic solutions. My robust sales background is marked by a proven track record of surpassing revenue goals through strategic business development and superior client engagement. The advanced knowledge gained from my Master's degree enables me to integrate sophisticated media strategies with commercial initiatives, enhancing brand visibility and market penetration. Highly adept at synthesizing creative approaches with analytical insights.

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## KEY COMPETENCIES

- Client Relationship Management
  - Strategic Planning and Execution
  - Sales Forecasting and Analytics
  - Creative Problem Solving
  - Digital Marketing
  - Communication Skills
  - Brand Management
  - Training and Development
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## PROFESSIONAL EXPERIENCE

**Graduate Assistant** August 2023 - Current **University of Memphis** | Memphis, TN

- Liaised with faculty to conduct research and assist with grading and teaching.
- Offered administrative support to advance professional and academic development.
- Reviewed and graded examinations, papers and assignments.

**Sales Representative** June 2020 - May 2023 **REI CO-OP** | Memphis, TN

- Maintained knowledge of sales and promotions, policies, and security practices
- Responded quickly to customer concerns or requests within target timeframes.
- Built relationships with customers to increase likelihood of repeat business.

**Office Manager** May 2010 - May 2014 **BTG International** | Brentwood, TN

- Managed travel schedules and expenses from the Vice President of Regulatory and Trade
- Achieved 100% in Voraxaze cost recovery program, resulting in over \$10M revenue
- Generated reports to inform leadership of profits, operations and other key metrics.

**Account Executive** January 2009 - January 2010 **Modern Salon Services** | Memphis, TN

- Assisted salon owners in merchandising, inventory management, advertising, and coaching stylists
- Achieved 150% of total sales and was awarded Rookie of the Year

**Store Manager II** January 2004 - January 2009 **AT&T Mobility** | Memphis, TN

- Responsible for staffing, motivating, training, and ensuring success for 30+ employees
  - Forecasted sales, inventory demand and labor requirements and developed annual budget and operational plans.
  - Built strong, resilient team by identifying and onboarding highly qualified candidates for key positions.
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## EDUCATION & CERTIFICATIONS

Master of Arts (M.A.) - Integrated Strategic Media University of Memphis, Memphis, TN (DEC 2024)

B.A. - Political Science, American Sign Language University of Memphis, Memphis, TN

- Graduated Magna Cum Laude
- Dean's List 2021, 2022

Licensed Cosmetologist State of Tennessee #179193 Expires 10/31/25