



# Jamie Kennedy

**Objective:** Continuing my career expansion in the outdoor industry, building upon my skill set through sales experience.

## Summary of Qualifications

- Type-A organizational skills with Type-B people skills
- Qualified experience with Windows, Mac OS, and Microsoft Office Suite
- Ability to recognize opportunities and execute
- Comfortable in demanding & high-stress environments
- Self-sufficient in problem solving and in exploration of new tasks
- Talented at multi-tasking while maintaining patience and presence in any given situation
- Extensive marketing knowledge in brand management & product promotion; emphasis in social media
- Passion to thrive, desire to learn exponentially

## Experience

Outdoor Adventure Sales representing The North Face – Napa, CA September 08–Present

*Key Account Inventory Analyst and Marketing Strategist 03/09–Present:* Assist Nordstrom Account Manager with sales responsibilities, including but not limited to: daily communication with account buyers to ensure orders are fulfilled accurately, demands of account are consistently met above expectations, and internal sales goals are reached. Conduct financial analysis for the Nordstrom account, including: developing financial reports for TNF corporate utilization and, developing at-once financial opportunities for the account. Also, facilitate marketing opportunities with the account, including: conducting Nordstrom-store training seminars, establishing and creating the *TNF to Nordstrom* press release for social media use, implementing nationwide sales contests, and creating seasonal Nordstrom training video distributed to 114 Nordstrom doors.

*Office Coordinator 09/08–03/09:* Supported sales reps with all necessary office functions: invoicing, sample management, scheduling buy appointments and preparing for buyer arrival, arranging travel plans, and coordinating upcoming events

Squaw Valley Ski Corp – Squaw Valley, CA November 05–May 06

Retail Manager: Managed four soft goods retail stores, supervised 30 employees. Conducted hiring interviews and trained majority of staff, planned and prepared work schedules and assigned specific duties to employees.

Yogaworks – Los Angeles, CA April 05–November 05

Visual Merchandise Manager: Trained 20+ employees on visual merchandising and selling techniques, contributed to exceeding sales goals with a sales increase of 20% in 6 months.

BDS Marketing representing Puma – Los Angeles, CA August 04–April 05

Retail Coordinator: Represented the Puma brand in 28 stores throughout Los Angeles County. Initiated in-store events and conducted product seminars for store employees.

## Education

Sierra Nevada College – Incline Village, NV Fall 06–Spring 08

Bachelor of Arts Degree in Psychology, May 2008 Summa Cum Laude  
Conducted research project entitled Salesperson Influence on Consumer Buying Behavior  
Nominated for Valedictorian candidacy

Fashion Institute of Design and Merchandising – Los Angeles, CA Summer 04–Fall 05

Associate of Arts degree in Marketing, December 2005, cumulative GPA of 3.90  
Study emphasis in: marketing, management, consumer behavior

**What I Do Best:**  
Multi-tasking  
Communicating  
Typing  
Adobe Photoshop  
Organizing  
Vinyasa Yoga  
Googling