

## FLORAL DESIGNER

### Summary

I am a retail floral designer who is energetic, outgoing and detail-oriented. I can handle multiple responsibilities simultaneously while providing exceptional customer service. I have been in floral sales for 13 years and in other avenues of retail sales for over 20 years. I am a driven and results-focused professional seeking a position in a company in which I can share my talents.

### Experience

10/2014 to 01/2015 Company Name City , State

- Plan arrangement according to client's requirements, utilizing knowledge of design and properties of materials, or select appropriate standard design pattern.
- Cheerfully assisted staff to have a productive and festive holiday season.
- Resolve customer complaints regarding sales and service.
- Greet customers and ascertain what each customer wants or needs.
- Attended sales seminar to learn techniques for increasing sales for each order. Suggestive selling.

Floral Designer 01/2006 to 09/2014 Company Name City , State

- Open store in morning.
- Filing sales receipts, taking phone orders, collecting orders from Teleflora Dove system.
- Confer with clients and giving quality customer service regarding price and type of floral arrangement or gourmet fruit basket desired and the date, time, and place of delivery.
- Trim material and arrange bouquets, wreaths, terrariums, and other items using trimmers, shapers, wire, pins, floral tape, foam, and other materials.
- Perform office and retail service duties such as keeping financial records, serving customers, answering telephones, selling giftware items and receiving payment.
- Inform customers about the care, maintenance, and handling of various flowers and foliage, indoor plants, and other items.
- Decorate or supervise the decoration of buildings, halls, churches, or other facilities for parties, weddings and other occasions.
- Itemize and total customer merchandise selection at checkout counter, using cash register, and accept cash or charge card for purchases.
- Attend floral symposiums to learn the latest floral trends for weddings and everyday design.
- Design and set up advertising signs and displays of merchandise on shelves, counters, or tables to attract customers and promote sales.

Floral Designer 07/2002 to 11/2005 Company Name City , State

- Worked in a dedicated team of six floral designers being able to multi task between selling, designing and answering the phone.
- Created floral designs for hospital functions and organized delivery for on time arrival for the event.
- Monitor customer preferences to determine focus of sales efforts.
- Place prices or descriptive signs on backdrops, fixtures, merchandise, or floor.
- Motivated staff to be positive and to give exceptional customer service in a hospital environment.
- Take inventory or examine merchandise to identify items to be reordered or replenished.
- Stock shelves, racks, cases, bins, and tables with new or transferred merchandise.

### Education

Associates Degree : Retail May 1979 CAPE COD COMMUNITY COLLEGE City , State Retail

CC Community College / Travel and Tourism Certificate 1999 Cass Floral School / Floral Design Certificate 2000

### Skills

advertising, cash register, Resolve customer complaints, client, clients, customer service, delivery, designing, Filing, financial, focus, inventory, materials, office, 2000, quality, receiving, retail, selling, sales, tables, telephones, phone, type