FELIECE FLOYD

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EDUCATION

Savannah College of Art and Design (SCAD) | Savannah, GA
Candidate for Bachelor of Fine Arts in Business of Beauty and Fragrance | Spring 2027
Dean's List, Fall–Spring 2023–2024

SKILLS

Marketing & Business: Brand communication, customer experience, sales strategy, market research, trend analysis, product knowledge, visual merchandising, team leadership
Creative & Technical: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Microsoft Excel, Microsoft PowerPoint, Microsoft Word, Microsoft Outlook, Dimensions

PROFESSIONAL EXPERIENCE

CROCS | Part-Time Sales Lead | *Pooler, GA*
Apr 2026 – Present

- Lead customer-facing selling activities using the C.H.A.R.M. service model, applying product knowledge, relationship-building, and customer experience skills to support store sales goals.
- Collaborate with store management and sales associates to execute daily priorities, maintain visual standards, and create a consistent brand experience across departments.
- Support team sales performance by engaging customers, identifying product needs, and contributing to a seamless, brand-aligned shopping experience.

Warby Parker | Advisor | *Savannah, GA*
Jun 2025 – Present

- Communicate brand values and product benefits through consultative customer interactions, strengthening customer relationships and reinforcing brand identity.
- Anticipate customer and team needs while delivering personalized service, applying active listening, product knowledge, and problem-solving skills.
- Translate product features into customer-focused recommendations to support engagement, sales, and a consistent retail experience.

AFA Staffing | B2B Specialized Consultant | *Atlanta, GA*
Apr 2025 – Present

- Represent apparel brands at regional markets, using communication, product presentation, and relationship-building skills to engage buyers and support sales objectives.
- Engage with buyers to promote collections and meet or exceed sales targets through product knowledge, customer service, and persuasive selling.
- Conduct market research and monitor fashion and retail trends to identify relevant consumer, product, and merchandising insights.

Kate Spade | Interim Supervisor | *Pooler, GA*
Dec 2024 – Feb 2025

- Supported daily store leadership by modeling the selling environment, coaching associates, and reinforcing customer experience and brand standards.
- Educated team members on store performance metrics and sales goals, contributing to the store ranking among the district's top five stores for four consecutive weeks.
- Fostered a collaborative team environment through communication, coaching, goal-setting, and performance awareness.

Kate Spade | Sales & Visuals | *Pooler, GA*
Sep 2024 – Dec 2024

- Built customer relationships and delivered product education to drive sales, strengthen brand loyalty, and encourage repeat business.
- Executed visual merchandising with attention to color coordination, product arrangement, brand presentation, and customer flow.
- Managed multiple visual and sales priorities while maintaining consistent presentation standards and an engaging customer experience.

ACADEMIC PORTFOLIO

House of Floyd Portfolio