

DANIKA KESTER

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OBJECTIVE

Looking to advance my career in the equine industry combining my seven years of customer service and retail management experience with my passion for the equestrian lifestyle and animal health.

EXPERIENCE

VICTORIA'S SECRET; SAN LUIS OBISPO

ASSISTANT STORE MANAGER OF SELLING APRIL 2018- PRESENT

- ❖ Drives sales growth as the leader of the customer experience on the sales floor
- ❖ Assumes total store leadership in the absence of the Store Manager and is a partner in the strategic planning of short and long term goals
- ❖ Owns talent lifecycle sourcing and screening candidates and all training, development, and performance management

MERCHANDISING MANAGER FEBRUARY 2017-APRIL 2018

- ❖ Responsible for the overall appearance and presentation of seasonal merchandising strategies through brand guide planning, mapping, and execution
- ❖ Leverages visual merchandising filters to create sell down strategies and impact decision making
- ❖ Responsible for all merchandise flow standards, assessments, inventory, and backroom organization
- ❖ Owns talent life cycle for direct reports including recruitment, hiring, onboarding, training, development, performance management and succession planning

SALES SPECIALIST JULY 2015-FEBRUARY 2017

- ❖ Drives top line store sales growth by personally selling to customers while displaying expert product knowledge, asking effective questions, reading customer cues, and using confident selling statements to sell deep and across product categories.
- ❖ Promotes a high performance selling culture by inspiring, mentoring, and supporting peers and creates enthusiasm for new selling strategies and behaviors.

LINGERIE CATEGORY MANAGER OCTOBER 2014-JULY 2015

- ❖ Provide values based leadership to drive total store results with specific ownership of the lingerie merchandise category in a 6.2 million dollar store. Analyze key business metrics to drive total sales results to 10 percent target above previous year sales.
- ❖ Communicate current selling strategies and new product information within sales leadership team and to district partners.
- ❖ Directly responsible for sales team of 20 associates with month observations and performance reviews. Recruit in advance of needs, conduct interviews, and create succession plans for current store positions ensuring a fully staffed store.

EDUCATION

CALIFORNIA POLYTECHNIC STATE UNIVERSITY- SAN LUIS OBISPO

BACHELOR OF SCIENCE IN ANIMAL SCIENCE-JUNE 2014 MINOR: EQUINE SCIENCE