

Marissa Mancinelli

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Highly motivated, tenacious and detail-oriented individual with a proven track record of building client relationships and exceeding sales goals. My passion lies within the areas of PR, client relations and brand development.

Experience

Sales Coordinator at A-List by 100% Kids (Long Island, NY) July 2017- Present

- Ensure all aspects of website content are aligned with the goal of multiplying traffic and increasing revenue
- Create new marketing strategies to promote new arrivals and promotions
- Responsible for all visual placement of store merchandise and overall visual appearance of the store
- Assist owner in buying at the Coterie Trade Show on a seasonal basis

Account Executive at Alice + Olivia (Manhasset, NY & New York, NY) Jun 2015- May 2017

- #1 seller companywide for Alice + Olivia in 2016 generating over \$850,000 in sales for the year
- Responsible for enhancing the vision of the brand by keeping up to date on product knowledge and leading by example
- Held team meetings on a weekly basis to review best sellers and movement of inventory
- Established concrete and long-term relationships with clients resulting in recurring sales
- Exceeded monthly personal sales goal while ensuring all KPI's were met

Visual Merchandiser at Ruby and Jenna (Plainview, NY) 2014 – 2015

- Responsible for developing and maintaining the visual display of sales floor
- Handled transactions and transfers to/from all store locations
- Proactively assisted and engaged with customers which resulted in sales

Public Relations Intern at The Globe Showroom (New York, NY) April- August 2013

- Maintained showroom press by creating mailers, email-blasts, and press releases for over 9,000 clients
- Had direct PR communication with boutique owners
- Handled press requests from magazines, stylists, wardrobe departments etc.
- Sat in on showroom appointments to learn sales tactics
- Researched collections for PR representation, processed orders and confirmations, and assembled promotional packages to update buyers on upcoming seasons

Senior Sales Associate at Mixology Clothing (Woodbury, NY) 2010 - 2013

- Managed inventory and maintained visual appearance of the store
- Styled and assisted customers which resulted in building long-term relationships
- Occasionally responsible for store opening and closing procedures

Education

Towson University (Towson, MD) Graduated in May 2015

- Bachelor of Science, Mass Communication, Public Relations track. Minor in Health Science

CEA Study Abroad: Barcelona, Spain Spring 2014

Syosset High School (Syosset, NY) Graduated in 2011