

Abigael

Abigael Pestka Kraklio

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SUMMARY

Highly motivated merchandising specialist in a fast-paced retail environment with five years of experience in sales, marketing, and customer service specifically aiming to display products to increase the brand's visual appeal and maximize sales.



PROFESSIONAL EXPERIENCE

Victoria's Secret

Visual Specialist

- Optimizes and maintains the use of visual assets such as fixtures, props, and marketing to create a strong creative display that enhances the product and the merchandise assortment, all while remaining in brand with the company's message and direction for a \$16-\$20 million volume location on North Michigan Avenue
- Pays attention to detail to ensure all marketing and creative layer are current with brand guide as well as the overall presentation of merchandise

Chicago, IL

January - March 2017

Sales and Support Generalist

October 2014 - January 2017

- Processed merchandise to be floor ready, replenished merchandise proficiently, and maintained back room and under stock to brand standards with over 125,000 units storewide
- Took initiative to set new product on floor, recover the sales floor, and help with other projects as needed like re-tickets/mark downs
- Delivered a captivating customer experience that builds loyalty and consistent sales growth, meeting or exceeding a sales goal of \$100 per hour

The Magnificent Mile Association

Meetings & Events Intern

Chicago, IL

October - December 2016

- Assist in the conception, development, and execution of events designed to facilitate relationships among businesses on Michigan Avenue
- Coordinate VIP travel and promotional opportunities for the BMO Harris Bank Magnificent Mile Lights Festival
- Experience with executing events with strict adherence to budget and keen attention to detail
- Responsible for independently gathering and tracking donations to help generate event revenue and managing multiple projects on a day-to-day basis

Leg Appeal

Intern/Key holder

Chicago, IL

November 2015 - November 2016

- Created inventory spreadsheets for all merchandise accounted for, making sales, and promoting online
- Attended Salon International de la Lingerie in Paris as an assistant buyer meeting with future clients
- Responsible for opening and closing the store, handled operational procedures, provided excellent customer service in the innovative virtual showroom.



EDUCATION

Columbia College Chicago

Bachelor of Arts in Fashion Business/Creative Advertising Minor

- Summa Cum Laude / Dean's List / Honors Program
- Secretary of Columbia College Fashion Association
- Macy's Visual Merchandising Practicum

Chicago, IL

December 2016