# Alicia Navarro

Seasonal Sales Associate

Phoenix, AZ (602) 555-0164 alicia.navarro@email.com
linkedin.com/in/alicianavarro

## SUMMARY

Seasonal sales associate rehired for 4 holiday and back-to-school seasons at a Phoenix department store while studying marketing at Arizona State University. Works fast under pressure on peak-day shifts, keeps brand knowledge current across cosmetics and apparel, and moves between the register, the floor and the stockroom as needs change.

## SKILLS

Customer Service • Product Knowledge • Brand Knowledge • Basic Retail Systems • POS Systems
Visual Merchandising • Floor Replenishment • Loyalty Card Sign-Ups • Returns Processing • Teamwork

## EXPERIENCE

**Seasonal Sales Associate** 11/2024 - Present

Desert Ridge Department Store Phoenix, AZ

*Rehired each holiday and back-to-school season; 25-32 hours a week during peak periods.*

- Deliver customer service to 150+ shoppers a shift on Black Friday weekend, ringing sales on POS systems with lines under 5 minutes.
- Secured **85** store credit and loyalty card sign-ups in the 2025 holiday season, second-most on the seasonal team.
- Handle floor replenishment from the backroom every 2 hours so best-selling gift sets stay on the shelves.
- Process about 60 returns a day in basic retail systems during the January return period, matching each to its receipt.

**Part-Time Retail Associate** 05/2023 - 10/2024

Camelback Shoe Studio Phoenix, AZ

*Shoe boutique; part-time during the last year of high school and first year of college.*

- Built product knowledge on 12 footwear brands and measured feet for sizing, fitting about 18 customers per shift.
- Set up window and table displays to visual merchandising plans for 6 seasonal launches.
- Covered the register and phones for coworkers on breaks, showing the teamwork that kept the floor staffed on weekends.

## EDUCATION

**Bachelor of Science** 05/2027

Arizona State University Tempe, AZ

Marketing