

GEORGIA HATFIELD

Sales representative

PROFESSIONAL SUMMARY

Salon owner with over 22 years of expertise in driving revenue growth and enhancing client relations through strategic marketing and efficient inventory management. Demonstrates a visionary approach in building cohesive teams and fostering a collaborative environment that elevates stylist expertise and client satisfaction. Committed to leveraging extensive experience in revenue generation and client engagement to achieve continued success in dynamic sales environments. Currently generating and maintaining an average of \$63000 in monthly sales and services.

EMPLOYMENT HISTORY

SALON OWNER

Dec 2011 - Present

The Dry House

Virginia Beach

- ◆ Oversee salon operations, enhance growth through strategic plans, improve client retention
- ◆ Optimised salon efficiency, streamlining appointment systems and inventory management. Increased revenue through targeted marketing campaigns and loyalty programmes.
- ◆ Fostered a cohesive team environment, mentoring stylists to enhance skills and deliver exceptional client experiences. Partnered with local businesses for cross-promotions.
- ◆ Analysed salon operations, implementing data-driven improvements in appointment scheduling and inventory control. Optimised efficiency and resource allocation.
- ◆ Mentored stylists, nurturing skill development and fostering a cohesive team environment. Elevated service quality and client satisfaction.
- ◆ Spearheaded salon growth initiatives, implementing innovative strategies to boost client retention and expand service offerings, resulting in substantial revenue increase.
- ◆ Cultivated a collaborative team environment, providing mentorship to stylists, fostering skill development, and elevating service quality to exceed client expectations.
- ◆ Revamped salon operations, streamlining processes and introducing targeted marketing initiatives, leading to improved client satisfaction and business growth.
- ◆ Analysed salon performance metrics, implementing data-driven strategies to enhance appointment systems and inventory management. Optimised resource allocation and operational efficiency.

SALON STYLIST

2004 - 2009

A Beautiful You

Bluffton, South Carolina

- ◆ Delivered exceptional hair styling services, enhancing client satisfaction. Mastered cutting-edge techniques, boosting salon's reputation for trendsetting styles.
- ◆ Fostered positive team environment, sharing innovative styling ideas. Contributed to salon's success through client retention and referrals.
- ◆ Meticulously maintained cleanliness and organisation of workstation. Ensured precise colour mixing and application, resulting in consistent, high-quality outcomes.
- ◆ Exceeded retail sales targets by recommending personalised hair care products. Cultivated loyal client base through attentive service and skillful styling.
- ◆ Introduced new styling techniques, keeping pace with industry trends. Participated in ongoing training to enhance skills and deliver cutting-edge services.

HAIR STYLIST/ COLOR EDUCATOR***Charles and Co*****2002 - 2006*****Beaufort, South Carolina***

- ◆ Transformed clients' looks as a hair stylist and colour educator at Charles and Co. Mastered cutting-edge techniques, boosting salon's reputation and client satisfaction.
- ◆ Analysed hair types and client preferences to deliver personalised styling solutions. Developed colour formulas that enhanced natural features and trends.
- ◆ Cultivated a loyal client base through exceptional service and skill. Consistently met and exceeded styling targets, contributing to salon's growth.
- ◆ Partnered with team to create cohesive salon experience. Shared expertise in colour education, enhancing overall service quality and staff proficiency.
- ◆ Consistently surpassed styling targets, contributing to salon's growth. Shared colour education expertise, enhancing overall service quality and staff proficiency.

SKILLS

Revenue Growth (*Expert*), Marketing Strategy (*Expert*), Inventory Control (*Expert*), Team Building, Client Relations,

EDUCATION

ASSOCIATES IN BUSINESS***Technical College of the Lowcountry*****Jul 2002 - Aug 2023*****Beaufort, South Carolina*****COSMETOLOGY DEGREE*****Technical College of the Lowcountry*****Aug 2002*****Beaufort, South Carolina*****PARALEGAL STUDIES DEGREE*****Boston University*****2012**