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Skylar Jacob

Professional Summary

Dynamic leader with a proven track record at American Eagle Outfitters, Inc, excelling in customer service, merchandising and store operations. Leveraged strong leadership and effective communication to drive team performance, achieving significant sales growth. Mastered multitasking, prioritizing, and fostering team collaboration, while focusing on recruitment and hiring to build high-performing teams.

Work History

American Eagle Outfitters, Inc - Store Team Leader

Okemos, MI

05/2024 - Current

- Maintained/oversaw sign-offs on daily business procedures while completing business plans/forecasts, operational tasks, training, merchandising and more planning for the following week daily.
- Analyzed numerous reports weekly to build Management and Employee schedules, delegate merchandising/ sell through /cleaning plans, and to have informed, prepared and thoughtful touch-bases with my team to promote growth.
- Collaborated with other Store Team Leaders to share best practices and improve overall store performance.
- Adapted quickly to changing business conditions by adjusting staffing levels or altering operational priorities as needed to maintain productivity levels.
- Increased customer satisfaction by providing excellent service and addressing concerns promptly.
- Transferred, created and received stock orders to guarantee product stability.
- Designed improvement /weekly win plans.
- Monitored staff performance, customer service and sales goals to meet and exceed targets.
- Implemented effective merchandising strategies for better product visibility and increased sales.
- Trained over 15 new employees on store operations, customer service skills, and product knowledge.
- Organized over 30 successful promotional events to drive foot traffic and increase sales volume during peak periods.

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📍 East Lansing, MI 48824

🔗 [Bold Profile](#)

Skills

- Growth Mindset
- Engaged in learning from opportunities/strengths to plan to improve.
- Excelled Customer Service
- Store operations
- Strong leadership
- Multitasking and prioritizing
- Active listening
- Team building and motivation
- Merchandising strategies
- Employee scheduling
- Recruitment and hiring
- Problem anticipation and resolution

Education

Expected in 12/2026

Lansing Community College

Lansing, MI

No Degree: Transfer Studies

- Implemented loss prevention measures to minimize shrinkage rates within the store.
- Assisted customers with merchandise by answering product, fit and/ or loyalty/credit savings related questions to guide customers through buying process.
- Ensured compliance with company policies and procedures, maintaining a safe work environment for all team members.
- Fostered a positive work culture that emphasized teamwork, communication, and mutual respect among staff members.

American Eagle Outfitters, Inc - Merchandising Team Leader

Okemos, MI

04/2021 - 05/2024

- Trained & hired staff for sales and merchandising roles including 6 leaders.
- Trained & hired my previous Store Team Leader through self training on procedures,policies and much more needed to do that role.
- Took over the Store Team Leader role intermittently for 3 months in 2023 before the role was filled by by District Manager with little to no help and again in 2024 for over 2 months before I was promoted to Store team Leader last May. During both timeframes, I held 2 positions(MTL & STL) and had to self train my self on many occasions on what was needed day to day for both roles.
- Led my store through numerous full floorsets, oversaw changes made due to late arrivals and planned for success of floorset presentations through weekly analyzing reports, daily store and stock room walks and delegating moves, marketing clarity, visual changes etc.!
- Analyzed sales data to identify trends and adjust merchandising strategies accordingly for maximum profitability.
- Spearheaded cross-merchandising efforts to maximize exposure of complementary products and encourage upselling opportunities.
- Enhanced store appearance, creating visually appealing product displays that attracted customers and increased foot traffic.
- Used company resources often to train/re-train myself and team when needed on procedures, visual standards, architecture, customer selling behaviors and more!
- Provided exceptional customer service by addressing inquiries promptly and resolving issues efficiently to ensure satisfaction during their shopping experience.
- Evaluated team performance through regular assessments, providing constructive feedback and implementing necessary actions for continuous improvement.
- Cultivated a positive work environment, fostering open communication and collaboration among team members to achieve common goals.
- Boosted team productivity through consistent coaching, training, and motivation of team members.
- Implemented loss prevention measures to minimize shrinkage and protect company assets from theft or damage.

06/2018

Haslett High School

Haslett, MI

High School Diploma

American Eagle Outfitters, Inc - Staffing Supervisor

Okemos, MI

07/2018 - 04/2021

- Improved candidate experience by streamlining application processes and providing timely feedback during the hiring process.
- Conducted hundreds of thorough candidate screenings, including interviews and reference checks, to ensure quality hires.
- Coordinated closely with human resources to ensure a smooth transition for new hires, from the interview process through their first days on the job.
- Implemented creative sourcing strategies to attract top talent in competitive job markets.
- Facilitated conflict resolution between employees when necessary, fostering a positive work environment conducive to productivity and growth.
- Increased client satisfaction by consistently meeting or exceeding staffing requirements within tight deadlines.
- Enhanced employee retention by implementing effective on-boarding processes and providing ongoing support to over 50 employees in my time in this role.
- Developed strong relationships with clients by maintaining consistent communication and addressing concerns promptly.
- Conducted over 100 performance reviews and provided feedback to managers on employee performance.
- Worked closely with Leaders above me to ask questions when needed on best practices in coaching, schedule building, how to positively impact our KPI's, and on creating a productive and positive work environment.
- Led several peak and non peak days on my own, managing my team through guest first practices and through coaching consistently on ways to improve our day.

American Eagle Outfitters, Inc - Sales Associate

Okemos, MI

08/2016 - 07/2018

- Learned and applied all AEO trainings every shift including seasonal product training, loyalty and credit programs/ multiple changes, AEO values , selling behaviors in every zone and more.
- Filled out goal sheet @ start and end of day with shift leader and worked towards achieving these every hour.
- Learned how to communicate professionally while still being friendly and making connections with guests to ensure their return.
- Learned the art of merchandising and what it takes to maintain a presentation through out the day. Filling the floor, ensuring tags , sensors and fold is correct on every item, size representation and overall outfitting appeal is all part of the buy in.
- Learned how to execute the customer experience through engage, discover and share. Making the customer feel valued and confident in what their buying is important.

- Became a Denim Expert , Stylist and was given the title Credit Captain.
 - Organized racks and shelves to maintain store visual appeal, engage customers, and promote specific merchandise.
 - Handled cash transactions efficiently while adhering to company cash handling policies, ensuring accuracy in all financial exchanges.
 - Managed returns, exchanges and refunds in accordance with store policy.
 - Provided positive first impressions to welcome existing, new, and potential customers.
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Projects

I helped my friend Emily with ideas for her designs and sales of her clothing brand Emily Fitzgerald Designs! I engaged with traffic at craft shows to check out her booth and buy her pieces!

Next, I am very passionate about Makeup and Fashion. I fortunately was able to do several of my friends and my own makeup for dances throughout school and recently did a makeup consultation, test run and big wedding day look for one of my friends and it turned out stunning. I plan to study cosmetology so I can venture farther down this creative path that allows me to fully self-express!

Lastly I modeled for my friend Haley's personal digital magazine: "OH?" . This project was meant to express self, love, challenge the idea of relationship norms and more! I thoroughly enjoyed being a part of this passion project and modeling is something I would be very interested in doing again because it is a freeing way to make art!