

William D. Perkins III

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EDUCATION

University at Albany, State University of New York

Albany, NY

Bachelor of Arts in Communications

Relevant Coursework: Information Technology for Businesses, Marketing in Communication, Studies of Public Persuasion, Business Law, Business Marketing, Speech & Composition

EXPERIENCE

Kay Jewelers

Queens, NY

Sales Associate

December 2022 – Present

- Guide clients through personalized custom jewelry consultations, managing logistics end to end, exceeding \$500k+ in revenue, ranking among the district's top five part-time associates in Q1 2024
- Maintains an 80% warranty attachment rate on jewelry sales through effective upselling and customer engagement
- Manages visual merchandising and inventory by performing individual count on all items, maintaining case organization, and processing jewelry repairs for efficient customer pickup
- Serve as the store's primary tech liaison, setting up and managing all in-store iPads, POS systems, and digital tools to ensure seamless operations
- Design and distribute digital and printed flyers to improve customer engagement increasing foot traffic and sales process efficiency

New York Edge

Queens, NY

Summer Day Camp Counselor

June 2021 – August 2022

- Managed classrooms of up to 30 children, maintaining structure and positive behavior through leadership and conflict resolution skills
- Supervised and mentored elementary and middle school students, fostering a safe and engaging environment
- Led structured activities and lessons that promoted creativity, teamwork, and personal growth
- Organized group activities, field trips, and special events in collaboration with fellow counselors

American Eagle

Albany, NY

Sales Associate

November 2021 – May 2022

- Delivered personalized customer service to drive sales and meet individual and storewide sales goals
- Promoted the American Eagle credit card program, consistently securing new sign-ups through clear communication and persuasive sales techniques
- Maintained visual standards by folding and organizing merchandise to ensure a clean and shoppable floor
- Monitored inventory levels and assisted with restocking, markdowns, and backroom organization
- Supported fitting room operations and collaborated with team members to enhance the overall customer experience

LEADERSHIP & INVOLVEMENT

Albany State University Black Alliance

Albany, NY

Public Relations Committee Member

November 2022 – May 2024

- Promoted organization events and initiatives to increase student engagement and participation
- Coordinated with other university organizations to foster community and cultural connections
- Assisted in planning and executing campus productions, including fashion shows and cultural events