

Tara Wear

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hellotara.com

Profile

Aesthetically oriented right brain thinker armed with an analytical and strategic marketing education. Has experience in management, marketing, event coordinating, and providing an exceptional customer experience. Passionate, motivated, and energetic towards any task presented, with an expectation to succeed.

Education

Rawls College of Business, Texas Tech University

2009 – 2010 Master of Business Administration (MBA), concentration in Marketing
Graduated with Alpha Chi Honor Society recognition (top 10% of class)

University of Texas at Tyler

2006 – 2009 Bachelor of Business Administration (BBA), concentration in Marketing
Graduated with Magna Cum Laude honors (GPA of 3.7 or higher)

Knowledge and Skills

- Management
- Visual Merchandising
- Customer Service
- Adobe Creative Suite
- WordPress
- Microsoft Office
- Retail Marketing
- Photography
- Event Planning

Experience

Milk + Honey Spa Austin, TX

Floor Manager

9/2013 – Present

- Provided exceptional service and service recovery to clients, living up to the “day maker” nickname
- Manager and point of contact for highest valued clients; those in spa membership agreements
- Managed concierge staff, which involved interviewing, reviewing, training, and scheduling a group of thirty amazing employees
- Managed all aspects of retail area, including visuals, inventory, ordering, and receiving products

Nordstrom Austin, TX

Sales at Nordstrom and Nordstrom Rack

02/2011 - 11/2012

- Provided high-quality service to customers, in order to achieve an exceptional shopping experience
- Held personally accountable for tracking and meeting daily and monthly sales goals
- Created visual merchandising displays focusing around mini-shops, which target different customers

Louise Hopkins Underwood Center for the Arts (LHUCA) Lubbock, TX

First Friday Art Trail and Marketing Intern

10/2009 - 09/2010

- Helped with planning, budgeting, and advertising a monthly art event, which hosted 2,000 people, at twenty independent art galleries across the city
- Compiled and edited letters requesting donations, as well as researched grant opportunities
- Maintained Facebook and Twitter with upcoming events, doubling social media followers

Blue Owl Vintage Tyler, TX

Marketing and Web Design Intern

01/2009 - 05/2009

- Designed and implemented company website, which could be easily updated by owner
- Researched word-of-mouth and social media advertising for a company with no advertising funds
- Planned and executed in-store concert events to gain larger customer base