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| Macayla Powers  1661 Illinois St. Racine, WI 53405 · 847-309-5370  powersmacayla@gmail.com · [https://www.macaylapowers.com](https://www.linkedin.com/in/macaylapowers/) |

# Experience

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| September 2015 – December 2015Retail Associate, Abercrombie & Fitch I oversaw greeting customers, folding and restocking clothes, along with grabbing jean sizes from the back and sometimes I was asked to work the register if needed. |
| Summer 2015 – Summer 2018Camp Counselor, Deerfield Park District I helped 4- and 5-year old’s with making sure they were having fun. I was a leader for my group the last two years, I oversaw running activities, teaching songs, helped the children during swim-time and with lunches, along with other life-lessons during the day. |
| May 2017 – August 2020Server, the sheridan at green oaks I take meal orders down of the residents and serve them with normal server duties. I also help deliver meals and plate the food when needed. I followed any and all of the residents’ dietary restrictions. June 2020 – June 2022Merchandise Expert, the Home Depot I was part of the M.E.T. team; in short, I made sure new displays were set up and in place for the month (considered projects) and I went around the store and changed prices for each department which is something that must be completed by the end of each week. I also went around the store and serviced each bay, a section in an aisle, and organize it, down-stock product, make sure everything looked neat, organized, and presentable for the store. A big project would be considered as setting up a new appliance or come holiday time, such as Halloween or back to school or Christmas, I would help arrange about 20+ bays in order to display the correct product. The displays I would build myself along with stock the product. June 2022 – february 2024Brand Ambassador/Sr. Brand Ambassador, Offline by aerie When hired I started as a regular sales associate for a very high-volume and busy traffic store in an indoor mall environment. My manager at the time was interested in the background I have with social media, so she gave me the task of running my store’s Instagram page. From there I learned basic selling tasks such as ringing people out at the register, dealing with guests on the salesfloor and selling to customers clothing from my company. I learned customer servicing skills which I succeeded well at, helping my team earn moments of recognition for our district and even earned myself a few moments as well getting to speak on store manager calls.  After a few months I was able to have a few corporate visits, meeting my District and Regional Manager. I continued to succeed with social media, getting a few shout outs from my own group of people. I had a regional project manager who was in charge of the social media field and I was suggested and applied for a role of being a My Aerie Associate. This was a role where the company could repost and use my Instagram posts as marketing. I was given the privilege to be in a few TikTok videos posted by the Aerie page as well. I have been a personal shopper and a personal stylist as well for guests that have given me the opportunity to help them shop in my store also. February 2024 – June 2024Selling Team Leader, Aerie This position as a promotion from my sales associate title, I was promoted to a full-time assistant store manager for a new location within my district. This location had the smallest layout in the district, another high-volume store due to the location of being in an outdoor mall. I helped with the hiring process, in charge of reading through applications, setting up interviews and onboarding them. I dealt with our systems I9 forms and that of hires starting at 16 years old. I was also in charge of the sales and number my store had to achieve to make comp and also coach and teach my team to overcome setbacks and how to succeed. I dealt with theft and asset protection. Depositing money and inputting it into my registers. I scanned and inputted shipment into our systems in which helped set up our schedules. june 2024 – presentsales Lead, Aerie I then stepped down to a full-time sales lead position, again, at a different location where the store was considered lower volume and medium traffic. Where instead of being in charge of the built of the store, I was only overseeing the sales part. This is what I succeeded with in my past positions. I still onboard associates and still have access to inputting their I9s. I train them and train my team. I partner with my other managers on fun factor ideas for credit and loyalty goals my team has to achieve. I still help with merchandising such as filling from our shipment boxes while making sure my store looks replenished and full. Within the time that I’ve been at this location I have helped my store comp twice and bonus twice; the first time this store has ever done so since opening up in 2021. I have my team watch training videos to help us succeed and still sell the clothing. My store is part women’s intimates along with clothing, so I help women with bra fittings as well. |

# Education

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| September 2017 – May 2021BA – GRAPHIC DESIGN EMPHASIS & minor in digital marketing, UNIVERSITY OF WISCONSIN-WHITEWATER Graduated class of 2021 in May. |

# Skills

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| * Communication | * Dedicated |
| * Leadership (when working with a team) * Customer Service * Sales * Visual Learner | * Hardworking * Passionate about getting work done * Motivated * Open to learning new tasks |
| * Outgoing |

# Activities

NCAA Women’s Bowling team. College graduation photographer. Volunteer photographer at the Sheridan for an Alzheimer’s event. Volunteer videographer and photo editor for professional bowlers’ vlogs on YouTube. QR codes, event flyers and event posts for company sponsored events.