

JENNIFER UNGER

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PROFESSIONAL PROFILE

Creative, results-driven and award-winning Account Manager with seasoned experience providing consistent customer satisfaction by evaluating clients' personalized needs and recommending effective products and services. Emphasizes direct customer engagement and strategic market analysis to develop new opportunities for territory expansion and account development. Maintains expertise in products and services, identifying key selling propositions to maximize revenue. Researches market trends and competitor processes, introducing informed recommendations, process improvements and best practices. Builds lucrative business relationships to support long-term customer retention. Demonstrates competitive sales drive, identifying opportunities to exceed revenue targets.

AREAS OF EXPERTISE

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|------------------------|------------------------|----------------------------------|
| ♦ Business Development | ♦ Territory Management | ♦ Client Consultations |
| ♦ Salon Management | ♦ Customer Service | ♦ Retail Sales Support |
| ♦ Quality Assurance | ♦ Luxury Services | ♦ Client Retention & Acquisition |

PROFESSIONAL EXPERIENCE

DOUGLAS J AVEDA INSTITUTE

2021 - 2022

Talent Acquisition Specialist

- ♦ Promoted Institute admissions and revenue by educating prospective students on offered services. Demonstrated expertise with beauty industry and career programs, thoroughly answering all student questions.
- ♦ Served as Institute representative by coordinating travel and attending various school events and career fairs. Conducted hundreds of promotional and marketing initiatives within territory by traveling to high schools and hosting sales presentations, exceeding lead generation objectives by up to 500% per visit. Exceeded lead generation expectations by up to 167% for career fairs.
- ♦ Devised system to track high school visits and collect school contact information for easy follow-up. Identified target audience and crafted unique marketing presentations. Developed engaging marketing materials, including brochures and business cards, for distribution to prospective students to generate interest and applications.
- ♦ Fostered active relationships with prospective students, high school guidance counselors and community college coordinators to promote Institute and generate continuous stream of viable prospects. Leveraged CRM system to manage communication with prospective students within assigned territory. Responded to student, parent and faculty inquiries through various communication methods.
- ♦ Coordinated with admissions representative and program manager to promote recruitment services. Supported admissions by conducting in-person tours of Institute with prospective students during periods of low staffing. Served on 20-member admissions team by participating in bi-weekly progress meetings and assisting with development of additional sales and marketing initiatives.

L'ORÉAL

2016 - 2021

Territory Account Manager

- ♦ Managed over 230 salon & ospa accounts comprised of salon owners and independent stylists within \$1MM territory. Utilized digital networking techniques to establish book of business and additional lines of revenue. Achieved highest monthly sales ranking for Matrix products. Selected to represent company and promote products at national sales event.

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PROFESSIONAL EXPERIENCE (Continued)

- ♦ Acquired approximately 3 new accounts every week by establishing partnerships with local stylists and obtaining referrals, increasing territory revenue by \$260K. Coordinated multiple salon visits with L'Oréal brand representatives to promote retail sales, increasing revenue by \$3K. Hosted consultations with stylists, obtaining additional sales orders of up to \$1K. Closely collaborated with brand representatives and eliminated third party liaison.
- ♦ Leveraged knowledge of new product launches and catalog to provide customers with proposals and demonstrate advantages of additions to orders. Maintained consistent communication with territory stylists through social media, promoting brand visibility and increasing monthly sales by \$10K. Submitted inventory orders through warehouse partnerships, resolving any discrepancies and personally delivering products to salons. Promoted digital corporate application to customers, providing additional opportunities for stylists to order products and increase sales.
- ♦ Identified opportunities to reduce costs by consolidating or reducing order sizes during shipments. Successfully promoted loyalty program to accounts, exceeding monthly membership objectives by 20%. Assisted stylists with enrolling in on-site business development training seminar.

Assistant Manager

- ♦ Leveraged corporate promotions to acquire new client base. Traveled to stores nationwide, aiding with promotional events and store coverage as needed. Selected to direct operations of location generating \$1.5MM in revenue within three months of employment. Developed strategic displays for new products to promote sales, increasing individual transaction revenue by up to \$100. Managed pre-orders for sales, exceeding established goals by 20%.
- ♦ Selected to serve on team responsible for training staff from acquired beauty business. Traveled to New York to host in-person training seminars and assist with transforming store to comply with corporate brand. Mentored employees on technical procedures and administrative practices for efficient operations. Served as liaison between acquired store and corporate leadership.
- ♦ Reduced monthly expenses by implementing strategic management and forecasting system for employee scheduling. Promoted employee retention by fostering work environment with strong communication and opportunities for development. Served as liaison between executive leadership and employees, mentoring staff members on newly implemented policies and procedures.
- ♦ Monitored inventory orders and purchases to promote accurate counts. Collaborated with sales representatives to evaluate analytics, identifying underperforming areas and implementing effective solutions. Resolved staffing issue by volunteering to assist in brand booth at out of state event during weekend.

DESIGN 1 SALON SPA 1999 - 2009

Hair Stylist

- ♦ Led hair care and styling consultations, evaluating clients' needs and recommending products and services. Established rapport during appointments to enhance customer experience and promote client retention. Secured additional sales of hair care products. Obtained certification in Pureology brand for us during services to promote sales.
- ♦ Consistently exceeded weekly goals for retail product sales, generating approximately \$100K in annual service revenue and \$20K in annual retail revenue. Educated clients on hair treatment practices, product applications and product ingredients. Attended trainings with Redken Specialist in cutting, coloring, and blonding, increasing available services.
- ♦ Demonstrated best practices in client management and styling skills. Identified opportunity to eliminate costs and product waste by properly mixing color and bleach solutions. Performed administrative duties by greeting customers, fielding phone calls, scheduling appointments, processing transactions and addressing walk-in customers.

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- ◆ Provided washing, cutting, coloring, trimming and styling services. Maintained familiarity with beauty trends. Identified customers' unique needs by establishing rapport. Served as salesperson to promote retail sales of products.

LICENSE

Hair Stylist License

TECHNICAL SKILLS

Salesforce
Google Suite
Zoom

MailChimp
Canva
Illuminate

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