

Tiara L. Toran

Houston, Tx 77063

(832) 310-4188

Tiara.Toran18@gmail.com

<https://tiaratoran18.wixsite.com/website>

Professional Objective

Enthusiastic leader currently working towards a BA in Public Relations with a Professional Writing minor at Texas Southern University. Aiming to use my written communication skills as well as my knowledge of advertising, PR, and consumer research strategies to satisfy a public relations or marketing internship within your company. Interested in a mutually beneficial relationship, where I can grow and learn from leaders in the industry.

Skills

- Strong oral and written communication
- Adobe InDesign
- Result Oriented/Drives Sales
- AP style writing
- Strong work ethic/Attention to detail
- Social Media/Research skills
- Initiative-taking/ Solution Based Mindset
- Proficient in Microsoft Office

Professional Accomplishments

- Contributing Writer for the TSU Herald.
- Organized and lead a district wide (10 stores) charity event in partnership with Dress for Success Houston.
- Successfully Organized the yearly High Value event for Victoria Secret Galleria
 - Reached out to the target audience through social media and flyers.
 - Secured entertainment equipment, and decorations for the event.
 - Created the schedule, to ensure the right talent was in place.

Education

B. A. Public Relations and Professional Writing, *Texas Southern University -May 2020*

A.A. Communications, *Houston Community College -2017*

Work History

Gap Inc – Houston, TX

Assistant Store Manager, 2017 to Current

- Recruited, interviewed, and hired individuals who added value to the team.
- Maintained and established merchandising standards by leading floor sets.
- Communicated clear expectations and goals to team that aligned with company expectations and individual's strength.
- Led by example, created a customer focus environment while reaching KPIs (Sales, Gap Credit Card, Customer engagement).
- Consistently top Loyalty performer, **(I opened the most Gap Credit Cards in 2018)**
- Fostered a positive work environment by consistently treating all employees and customers with respect and consideration.

Victoria's Secret – Houston, TX

Sales Supervisor, 2013 to 2017

- Successfully managed 2-hour segments of over \$10K and 20 employees.
- Organized and led High Value events which promoted the store and brought incremental volume.
- Created efficient schedules that met the needs of the business.
- Executed performance observations, utilized marketing information to achieve a growth in sales.
- Built customer confidence by actively listening to their concerns as well as resolving any customer complaints.
- Offered direction and gave constructive feedback to motivate, develop, and retain team members.

Victoria's Secret – Houston, TX

Bra Specialist, 2012 to 2013

- Balanced the needs of multiple customers simultaneously in a fast-paced retail environment.
- Communicated information to customers about product quality and how to style.
- Exceeded individual sales goal for 4 quarters in a row.
- Received two promotions within the first year of employment through passion and dedication.