

SHERICA BERNING

Bridal Consultant

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(444) 964-8868

1234 Maple Street, Springfield, IL 62704



PROFILE

Dedicated Bridal Consultant with 1 year of experience in providing exceptional customer service and expert guidance to brides in selecting their dream wedding attire. Adept at building strong relationships with clients while understanding their unique preferences and style. Demonstrated ability to handle multiple tasks, prioritize deadlines, and work well in a fast-paced environment. Passionate about staying current with bridal fashion trends and committed to creating memorable experiences for each client.

LINKS

[linkedin.com/in/shericaberning](https://www.linkedin.com/in/shericaberning)

SKILLS

Styling



Budgeting



Negotiation



Scheduling



Trend Awareness



Vendor Coordination



Problem Solving

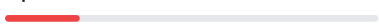


LANGUAGES

English



Spanish



HOBBIES

EMPLOYMENT HISTORY

● Bridal Consultant at The Altar Bridal, IL

Mar 2023 - Present

- Successfully assisted over 300 brides in finding their dream wedding gowns within a year, contributing to a 20% increase in overall sales for The Altar Bridal.
- Implemented a new appointment scheduling system that streamlined the booking process, resulting in a 15% increase in appointment bookings and improved customer satisfaction ratings by 10%.
- Designed and executed an in-store event that showcased the latest bridal trends, attracting over 100 potential clients and generating \$50,000 in sales during the event.
- Developed strong relationships with local wedding vendors, leading to a 25% increase in referral business and positioning The Altar Bridal as a top choice for brides in the area.

● Assistant Bridal Consultant at The Wedding Belle, IL

Aug 2022 - Jan 2023

- Assisted in planning and executing over 150 successful weddings within a year, resulting in a 95% client satisfaction rate and numerous referrals for The Wedding Belle.
- Managed and maintained a strong relationship with over 50 local vendors, negotiating contracts and securing discounts that saved clients an average of 10% on their wedding budgets.
- Implemented a new organizational system for client files and appointments, streamlining the planning process and increasing team efficiency by 20%.

EDUCATION

Associate of Applied Science in Bridal Consulting at College of DuPage, Glen Ellyn, IL

Aug 2018 - May 2022

Relevant Coursework: Wedding Planning, Event Management, Budgeting and Finance, Vendor Relations, Marketing and Sales, Bridal Fashion and Styling, Etiquette and Protocol, Destination Weddings, and Contract Negotiation.

CERTIFICATES

Association of Bridal Consultants (ABC) Professional Wedding Planner Certification

Dec 2021