

# Anthonia Erfe

Photo Lab Sales Associate

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## EDUCATION

### Associate of Applied Science in Photography at Metropolitan Community College, Omaha, NE

Aug 2017 - May 2022

Relevant Coursework: Digital Photography, Studio Lighting, Photojournalism, Commercial Photography, Portrait Photography, Fine Art Photography, Adobe Photoshop, Lightroom, Photography Business Practices, and Visual Storytelling.

## LINKS

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

## SKILLS

Photography knowledge

Customer service

Sales techniques

Photo editing software proficiency

Attention to detail

Time management

Communication skills

## LANGUAGES

English

Arabic

## HOBBIES

Photography

## PROFILE

In my most recent role as a Photo Lab Sales Associate, I successfully applied my expertise in customer service and photographic technology to assist customers in selecting the appropriate products and services for their needs. Throughout my year of experience in the industry, I honed my skills in operating cutting-edge photo processing equipment, managing inventory, and ensuring customer satisfaction. I demonstrated excellent communication and interpersonal abilities, which enabled me to effectively explain complex photographic concepts and techniques to both novice and experienced photographers. My commitment to staying up-to-date with the latest industry trends and developments allowed me to provide valuable insights and recommendations to customers, ultimately contributing to the growth and success of the business.

## EMPLOYMENT HISTORY

### ● Photo Lab Sales Associate at Nebraska Photo Lab, NE

Nov 2022 - Present

- Increased overall sales by 25% within the first six months of employment, contributing significantly to the growth and success of Nebraska Photo Lab, NE.
- Successfully managed and completed over 500 custom photo orders per month, ensuring timely delivery and high customer satisfaction rate of 95%.
- Implemented a new marketing strategy that boosted social media engagement by 40%, leading to a 15% increase in new clients for Nebraska Photo Lab, NE.

### ● Junior Photo Lab Sales Associate at Heartland Photo Lab, NE

Jul 2022 - Sep 2022

- Successfully increased overall sales by 15% within the first six months of employment by effectively upselling additional services and providing personalized assistance to customers at Heartland Photo Lab, NE.
- Streamlined the photo printing process and improved customer wait times by 20% through the implementation of a more organized workflow and better utilization of lab resources.
- Developed and led a series of photography workshops for local community members, resulting in a 25% increase in new customer acquisition and a 10% boost in customer loyalty for Heartland Photo Lab, NE.

## CERTIFICATES

### 1. Certified Photographic Consultant (CPC)

Jan 2022

### 2. Digital Imaging Specialist Certification

Mar 2020

## MEMBERSHIPS

Professional Photographers of America (PPA)

National Association of Photoshop Professionals (NAPP)