

Nicle Wildsmith

Floral Manager

Profile

Detail-oriented Floral Manager with 1 year of experience in overseeing daily operations of a floral department, ensuring top-notch customer service and high-quality floral arrangements. Proficient in inventory management, product display, and team supervision. Demonstrated success in expanding sales through creative marketing techniques and exceptional interpersonal skills. Dedicated to fostering a positive work environment and providing outstanding service to clients.

Employment History

Floral Manager at Gillespie's Flowers and Productions, WV

Mar 2023 - Present

- Successfully increased overall sales revenue by 25% within the first year of employment by implementing innovative marketing strategies and improving customer relations.
- Efficiently managed a team of 10 floral designers, resulting in a 15% increase in productivity and a significant reduction in employee turnover.
- Spearheaded the design and execution of over 50 high-profile events and weddings, leading to a 20% growth in clientele and positive feedback from satisfied customers.

Assistant Floral Manager at Petal Pushers Floral Design, WV

Jul 2022 - Feb 2023

- Successfully increased overall sales by 15% within the first year, through the implementation of innovative marketing strategies and enhancing customer relations at Petal Pushers Floral Design, WV.
- Streamlined the order processing system, reducing average order fulfillment time by 25%, which resulted in improved customer satisfaction rates and increased repeat business.
- Spearheaded the development and launch of a new wedding floral package, which contributed to a 20% increase in wedding-related sales over an 18-month period.

Certificates

Certified Floral Designer (CFD)

May 2022

Professional Florist Certification (PFC)

Jan 2021

Memberships

✉ nicle.wildsmith@gmail.com

☎ (293) 990-1101

📍 123 Maple Street, Charleston, WV 25301

Education

Associate of Applied Science in Floral Design at West Virginia University, Morgantown, WV

Aug 2018 - May 2022

Relevant Coursework: Floral Design Principles, Horticulture, Plant Identification, Color Theory, Botany, Business Management, Wedding and Event Design, Retail Floristry, and Visual Merchandising.

Links

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

Skills

Arrangement Design

Inventory Management

Customer Service

Budgeting

Staff Supervision

Event Coordination

Horticulture Knowledge

Languages

English

Japanese