

# LAURA AVALS

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## **CAREER PROFILE: SEEKING A POSITION IN AN ORGANIZATION BASED UPON STRONG TEAM LEADERSHIP, PERSUASIVE COMMUNICATIONS, TRAINING AND PROJECT MANAGEMENT SKILLS**

Seeking to apply a passion for individual and organizational empowerment using proven organizational, communication and problem-solving abilities. Ability to work independently and multi-task with meticulous attention to detail, priorities and decision-making. Adept team player with the capability to collaborate effectively with colleagues develop partnerships and navigate internally and externally.

### **MAJOR COMPETENCIES**

#### **MANAGEMENT, SUPERVISION AND TRAINING**

- Successfully recruited, managed, evaluated and trained team members with an emphasis on superior service, productivity, and operational facility.
- Held trainings in the U.S. and Canada covering the history and features of the brand to empower sales staff.
- Increased business by 30% as a Manager through adept team motivation.
- Applied excellent project management skills in spearheading personal appearances, delivering cogent presentations and coordinating operations in front of hundreds of attendees.

#### **SALES AND MARKETING**

- Applied strong persuasive communication, presentation and client servicing skills, interfacing with a wide range of individuals from around the globe.
- Received multiple awards for generating highest sales volume countrywide for the world's most exclusive fragrance brand.
- Ranked #1 sales producer with promotion of some of the most successful fragrance products in the industry.
- Developed unique marketing strategies to boost revenues and client base. Coordinated promotional events to increase exposure.
- Recognized as a subject matter expert consistently researching market trends and products.
- Initiated client consultations to gain expertise on customer preferences; provided valuable feedback and built lasting relationships through pro-active communications.

#### **CROSS CULTURAL / HUMANITARIAN**

- Traveled to multiple countries to perform missionary work and gain an understanding of the unique cultures and environments in Guatemala, Haiti, Mexico, Columbia, and Puerto Rico.
- Managed finances of the team – oversaw budgets for food and expenses.
- Gained experience in challenging environments, developing patience and compassion for indigenous populations.
- Worked closely with colleagues in a team environment.
- *Projects include the following:*
- Colombia: Provided counseling and established projects and activities for needy individuals, including individuals with substance abuse problems, orphans, and other marginalized populations. Collaborated with others in a team environment. (2017)
- Mexico: Performed outreach to orphanages and conducted general environmental clean-up, with assistance to food programs and home construction projects (2016)
- Puerto Rico: Assisted religious institution and outreach to the local neighborhood (2015)
- Guatemala: Participated in project to lay a building foundation and put systems in place for missionary house (2015)
- Haiti: Provided assistance in orphanages, medical missions, and environmental clean-up, post- earthquake (2009)
- Non-denominational Biblical Counselor, providing one-on-one counseling and guidance to individuals in need.

#### **TEACHING/EDUCATION**

- Forged excellent relationships with students and coordinated creative classroom activities to enhance students' well-being and enjoyment.
- Applied excellent organizational skills in creating lessons for elementary and special needs adolescents.

## EMPLOYMENT HISTORY

<b>BERGDORF GOODMAN, New York, NY</b> <i>Business Manager – Clive Christian Luxury Perfumes</i>	<b>2011-PRESENT</b>
<b>SAKS FIFTH AVENUE, New York, NY</b> <i>Business Manager – Elizabeth Harden, Juicy Couture, Halston &amp; John Varvatos</i> <i>Fragrance Sales Specialist-BPI/Shiseido</i>	<b>1995-2011</b>
<b>NEW YORK CITY DEPARTMENT OF EDUCATION, New York, NY</b> <i>Substitute Teacher</i>	<b>1995-2000</b>
<b>BLOOMINGDALES, New York, NY</b> <i>Fragrance Sales Specialist-Calvin Klein</i>	<b>1992-1995</b>

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## EDUCATION

Nyack College, New York, NY  
Bachelor of Science, Organizational Management, 2011

Laboratory Institute of Merchandising, New York, NY  
Associate of Applied Science, Fashion Buying and Fashion Merchandising, 1981