

Susan Petix-Johnson

Account Executive Sales & Education

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Over 20 years experience in all facets of business and personnel management of cosmetic Account Management and retail sales. Professional, team player committed to high work ethics, integrity and to the attainment of goals and objectives. Focused and driven by positive motivation and customer service. Outgoing and well respected. I measure my success by the lasting relationships that I build and maintain.

Authorized to work in the US for any employer

Work Experience

Account Executive

L'Oreal Luxe - Atlanta, GA

March 2023 to Present

- Achieved and exceeds monthly sales goals by personally selling in store & training associates.
- Teaching Detailed “how to” selling skills to each associate
- Leading by example in store selling and teaching customer service skills & product knowledge
- Manage travel and expense budget
- Hire and train freelance sales staff of 15
- Manage a territory of 5.4 million
- Currently up 28% to last year on average of two brands, Armani & YSL beauty.

Sales Representative

Paula's Choice Skincare - Atlanta, GA

January 2022 to May 2023

Temp part time freelance position servicing Sephora stores in sales and education

Area Sales Director

Salon Service Group - Atlanta, GA

August 2021 to April 2022

- Managed a staff of outside sales consultants
- B2B consultative selling to small business owners
- Represented 14 different hair care brands in my portfolio
- Managed traveling, expense budget

Account Coordinator

Shiseido Macy's - Atlanta, GA

April 2017 to January 2021

My position is a Sales and Training Coordinator. My position encompasses many roles. As a Leader (Driving Results)

Drives sales & traffic across total Macy's beauty by putting the customers' needs first and foremost, while interweaving store & vendor initiatives.

PEOPLE

Review and analyze brand business performance & sales results to inspire teamwork to achieve sales goals.

Communicate line-assigned business opportunities to store & district partners through periodic recaps. Reinforce & support department objectives by connecting brand success with the overall growth of the Beauty department.

Partner with District Merchant and Store Leadership to identify business driving opportunities.

Works closely with Beauty Sales Manager and Sales Supervisor to set coaching priorities for the department.

Support Store Leadership in hiring & recruiting Beauty team members at their assigned brand.

Regular and dependable attendance & punctuality.

PRODUCT

Understand key business drivers. Skincare, makeup, and fragrances; Uses business acumen to identify local customer and what they want. Changes merchandising & visual display in order to speak to the local customer, and drive sales in the store.

Assists SM by inspecting the accuracy of promotional presentation, notifies SM of needed changes; communicates advertising on counter and upcoming promotional cadence.

Instills the initiative to use all Retail technology provided - IPAD, the Beauty Playground, MyClient, My Macys apps and Brand specific tools & technology - with a focus on education and customer engagement.

Drives MyClient - the addition of new clients daily and the conversion of text/email campaigns into sales.

Education & Development

Empowers the team to become influencers to their customers by first training and then continuously demonstrating selling behaviors to create a loyal following of clients.

Inspires each Beauty associate to create personal experiences for their customers - speaking to specific makeup tricks, creating looks and social trends - regardless of brand.

Influences the Beauty associates to become experts in their product knowledge and artistry skills - and to use these skills to elevate the customer experience.

Promotes continuous usage of Beauty Playground and seeks to increase competency and engagement with MyClient, POS enhancements, and all training apps on the beauty IPAD.

Owns the execution of training for all Beauty associates in product knowledge of their brand - as well as seeking out opportunities to train the team on anything that will help ultimately drive sales. Partners with SM to coordinate scheduling.

View each store as our customer does- with a total cosmetics perspective, and they share recognition & feedback in a manner that allows fast turnaround.

Freelance

Chanel Beaute - Atlanta, GA

May 2011 to April 2017

Special event sales support

Territory Sales Manager/Trainer/facialist

ReVive Skincare/Gurwitch LLC - Atlanta, GA

November 2009 to May 2011

* Promotion within the Gurwitch LLC. organization, sister company is Laura Mercier Cosmetics

- * Travel and manage 10 Luxury Goods Retailers & boutiques located in South Carolina, Georgia and Florida, and Alabama to promote Laura Mercier Cosmetics (Retailers include: Saks Fifth Avenue, Neiman Marcus, Blue Mercury)
- * Positively motivate selling associates to market product and to produce sales increase within each store
- * Meet and work directly with store management to insure growth and development of Revive skincare
- * Network within and outside the stores to promote Revive skincare
- * Manage and budget a freelance staff of 10, budget department and store trainings
- * Manage and report sales figures on a weekly, monthly, seasonally basis
- * Train Product Specialist & Selling Associates on a monthly & seasonal basis on product knowledge and selling skills
- * Plan and execute monthly successful events that generate on an average of \$3,000 per store.

Territory Sales Manager, Regional Artist

Laura Mercier Cosmetics /Gurwitch LLC - Charleston, SC

April 2009 to November 2009

- * Travel and manage 9 stores located in South Carolina, Georgia and Florida to promote Laura Mercier Cosmetics
- * Positively motivate selling associates to market product and to produce sales increase within each store
- * Meet and work directly with store management to insure success of sales within the store
- * Plan, organize and execute large events with 120 guest to produce sales for 9 store locations
- * Creatively collaborate with staff to plan, organize and execute outside events to promote Laura Mercier Products with other business organizations
- * Produce daily sales and train associates with artistry selling skills
- * Train department staff on product knowledge to insure sales of product
- * Manage staff to produce over 500,000 in sales per season
- * Responsible for returns, ordering and stock balance in all 9 stores on a monthly basis

Re'Vive Skincare Selling Specialist

Saks Fifth Avenue - Birmingham, AL

2007 to 2008

- * Responsible for educating and selling product to various clients
- * Maintain daily, weekly, and monthly sales goals through offering special facial services, being knowledgeable of product and usage, and personally following up with clients progress
- * Training selling associates on product knowledge and developing their selling skills
- * Maintain monthly inventory and stock concerns
- * Maintain and develop incentive programs with other selling associates
- * Consistently met monthly LY numbers, selling over \$50,000 per season

Account Executive/ trainer

Borghese Cosmetics - Birmingham, AL

2004 to 2006

- * Managed and called on Parisian, Dillard's & Bloomingdales retail accounts in four states
- * Maintained a well trained and knowledgeable staff of 17 with low turn over rate
- * Worked closely with Parisian buying office and Department Managers to insure the success of Borghese
- * Generated retail sales of over \$700,000 per year by positive motivation, event coordination, and by being a team player with buying offices
- * Hired and trained team to be customer service driven by clientele relationships and offering special services during events

Account Coordinator/ trainer/ makeup artist

Saks Inc Too Faced Cosmetics - Birmingham, AL

2001 to 2003

- * Managed and called on Parisian retail accounts in Alabama, Georgia, Ohio and Tennessee. Responsible for launching Too Faced products within my region
- * Trained staff in each door on product knowledge and application of product to insure success in sales
- * Launched & set up the line at store grand openings for Hot Topic and Nordstrom within my region
- * Responsible for generating sales of over \$375,000 per year through make up application, building the line through training, customer service, event planning and building clientele relationships
- * Shared employee with Saks Inc. and Too Faced cosmetics, worked closely with buying office planning and executing major events, product launches and planned advertising

Counter Manager

Chanel Cosmetics Gus Mayer - Birmingham, AL

1999 to 2001

- * Responsible for day to day operations and sales of Chanel Cosmetics in a luxury boutique
- * Accountable for sales goals, stock control and building clientele
- * Implemented profitable special events each month
- * Managed and motivated part time associate to reach sales goals through customer service and demonstration of products

Assistant Manager

Victoria's Secret Bath - Huntsville, AL

1997 to 1999

- * Responsible for training and maintaining a large, highly productive and motivated workforce, implementing programs and incentives designed to increase sales, product launches and sales promotions
- * Accountable for staff performance and finances on a daily basis, meeting and exceeding LY numbers

- * In charge of visual team for floor moves to promote new product launches

Education

Associate in Arts

Shelton State College - Tuscaloosa, AL

1993 to 1995

Skills

- Data Entry
- Customer Service
- Account Management
- Budgeting
- Event Planning
- Makeup Application

- Program Development
- Retail Management
- Sales Management
- Sales Support
- Sales
- Supervising experience
- Product demos
- Retail sales
- Learning Technology
- Merchandising
- Management
- Purchasing
- Negotiation
- Microsoft Word
- Sales
- Customer service
- Microsoft Office
- Time management
- Organizational skills
- Communication skills
- Account management
- B2B sales
- Product demos
- Leadership
- Retail sales
- Recruiting
- Sales management
- POS
- Supervising experience
- Merchandising
- Makeup application
- Budgeting
- Outside sales

Certifications and Licenses

driver's license