



**Brittany M. Lippert**  
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## Objective

Experienced luxury store Assistant Manager pursuing a corporate career.

## Experience

### **Neiman Marcus, Northbrook, IL**

Assistant Selling and Service Manager (October 2018- Present)

- Managed corporate client development and customer experience initiative; executed training, events, reporting, budget, implemented programs, gifted clients, targeted new customer base to \$6 million+, increased client band- widths
- Developed staff processes and launched events, grew core, emerging, and new customer experiences
- Oversees Tech Team of 5 managers; Instagram, survey's, open houses, Microsoft Office 365, roll out of corporate initiatives
- Expanded Salesfloor pilot program with 15 associates, from #9 to #3 rank resulting in \$160,000+ including Share-A-Cart
- Drive engagement through new assets weekly for associate outreach and personalization

Assistant Department Manager- Fine Apparel and Couture (April 2018- October 2018)

- Manage a staff of 10 associates with million dollar books, \$7 million + multi- division business
- Partner with buying office and vendors to curate merchandise assortment and improve sell through
- Plan and execute store-wide events; fashion shows, trunk shows, personal appearances
- Conduct weekly/ monthly meetings to promote vendors and enhance associates product knowledge of merchandise

Assistant Department Manager- Beauty (May 2016- April 2018)

- Responsible for managing 55 associates, \$9 million + multi- division business
- Execute NM exclusive store- wide event, increased sales volume by 10%
- Converted division data to electronic reporting for increased efficiency
- Built Tech Committee- provides technical expertise for store, created and manage NM Northbrook Instagram page

### **Sears Holdings Corporation, Hoffman Estates, IL**

Assistant Buyer- Kmart Strategic Merchandising (January 2016 – April 2016- Temporary)

- Contributed in launch of the new Strategic Merchandising department, part of a Fortune 100 company
- Assisted Head of Strategic Merchandising with 200+ deals from liquidation and closeout companies to implement in Kmart stores
- Analyzed pricing of merchandise, deal sheet summaries, pipeline reporting and competitors pricing strategies
- Participated in the marketing of the treasure hunt experience in drive isles for stores
- Identified product assortments and exclusive merchandise

### **Lord & Taylor, New York, NY**

Assistant Buyer- Fragrances (June 2014-September 2015)

- Assisted buyers/ planners in managing a profitable business and vendor negotiations
- Set financial targets and forecast department sales \$, gross margin %, and inventory turns
- Managed financial performance, inventory management and merchandise distribution through weekly reporting
- Developed advertising and marketing strategies in stores as well as e-commerce
- Completed Executive Training Program

Intern Planning– Ladies Shoes

- Managed purchase orders for vendor accounts
- Generated and analyzed sales/ stock results on a weekly basis
- Allocated merchandise to stores based on past and predicted sales

### **BCBG-Max Azria, Pleasant Prairie, WI**

Stylist, Intern, Sales Associate (May 2012-April 2014)

- Priced merchandise and calculated markdowns
- Assembled visual displays and compiled sales associate weekly schedule

## Education

### **Columbia College Chicago, Chicago, IL**

Bachelor of Arts: Fashion Business major, Marketing Communications minor

Graduated in December 2014; Deans List, Cum Laude

## Skills

Analytical, Customer Service, Detail Oriented, Organized, Marketing, Social Media, Problem Solving, Customer Behaviors, Store Operations, Microsoft Word, Microsoft Excel, PowerPoint, ERA/BO reporting, Flashboard

## Awards

You Are What We're Famous For 2018, iStar Digital and Technology February and September 2018, Rookie of the Year 2017