



TASHA BELLAMY

Shift lead with 5 years in specialty retail covering beauty and skincare. Track record of holding NPS in the high 70s while keeping shrink under the district average. Currently studying for the NRF Customer Service & Sales certification.

CONTACT INFORMATION



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Minneapolis, MN

KEY SKILLS

- Clienteling apps (Tulip, Endear)
- POS and inventory systems
- Loyalty program enrollment
- Shrink and loss prevention
- Mystery shop coaching
- Visual merchandising
- Scheduling support (Kronos)
- Cash office procedures
- New-hire training

PROFESSIONAL EXPERIENCE

SHIFT LEAD | VERRA BEAUTY BAR , MINNEAPOLIS, MN
FEBRUARY 2022 – PRESENT

- Run floor for 4 to 6 associates per shift; assign zones, breaks, and recovery tasks.
- Drove loyalty program sign-ups to 38 per week, the highest in the 9-store region for Q3 2024.
- Cut shrink from 1.4% to 0.9% over two cycle counts by tightening tester controls and back-room access logs.
- Coach associates on consultation script; mystery shop scores rose from 82 to 91 average.
- Open and close the store, including bank deposits and safe counts.

SALES ASSOCIATE | VERRA BEAUTY BAR , ST. PAUL, MN
JUNE 2020 – JANUARY 2022

- Built a personal client book of 140+ repeat guests through follow-up texts and event invites.
- Top 5 in district for skincare regimen sales during three holiday seasons.
- Trained 8 new associates on POS, returns, and brand-specific consultations.
- Helped roll out a new clienteling app store-wide; wrote the one-page cheat sheet the SM still uses.

EDUCATION

- Some college, Communications, University of Minnesota | May 2020
- NRF Customer Service & Sales Certification (in progress, 2025)