

Natalie Morrison

Fragrance Sales Associate

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- Customer-focused sales professional with 3+ years of luxury retail experience specializing in personalized consultations and relationship-driven sales
- Demonstrated expertise in fragrance families including floral, woody, oriental, and fresh categories with deep knowledge of prestige and niche brands
- Proven track record of exceeding sales targets by average of 28% through consultative approach and genuine product passion
- Fragrance enthusiast with personal collection spanning 35+ designer and niche houses including Le Labo, Byredo, Tom Ford, and Diptyque

WORK EXPERIENCE

Nordstrom

March 2022 – Present

Beauty Advisor

- Provide personalized beauty and fragrance consultations to 50+ customers daily, achieving 132% of sales targets for five consecutive quarters through needs-based recommendations and product expertise
- Built loyal client book of 75+ repeat customers through follow-up on new launches and personalized outreach, generating \$18,500 in additional quarterly revenue
- Maintained comprehensive knowledge of 40+ prestige fragrance brands including note compositions, longevity characteristics, and seasonal recommendations across eau de toilette, eau de parfum, and parfum concentrations
- Awarded "Beauty Advisor of the Quarter" Q3 2023 for highest fragrance category sales and 96% customer satisfaction score
- Managed tester inventory and sample distribution for 12 fragrance brands, ensuring all display bottles remained fresh while controlling waste and maintaining organized consultation supplies
- Collaborated with team of 8 beauty advisors during peak holiday season, consistently covering weekend and evening shifts to ensure seamless customer experience during highest-traffic periods

Sephora

June 2020 – February 2022

Sales Associate

- Consulted with average of 40 customers per shift on skincare, cosmetics, and fragrance selections in fast-paced specialty beauty retail environment
- Achieved 118% of individual sales goals across 18-month period while maintaining 94% positive customer feedback rating through Beauty Insider survey program
- Processed average of 65 daily transactions with 99.7% accuracy while providing personalized service and promoting Beauty Insider loyalty program enrollment, achieving 45% conversion rate on new memberships
- Completed Sephora Fragrance IQ certification program, demonstrating advanced knowledge of fragrance pyramids, note families, and scent profiling techniques
- Executed visual merchandising updates and planogram implementations for fragrance department, contributing to 12% increase in tester engagement and improved browse-to-buy conversion
- Trained 6 new team members on fragrance consultation techniques, POS systems, and customer service protocols during seasonal hiring periods

The Capital Grille

August 2019 – May 2020

Server

- Provided consultative dining service to 25+ customers per shift in upscale restaurant environment, making personalized menu and wine pairing recommendations that increased appetizer sales by 22%
- Maintained composure and service excellence during high-volume periods including weekend evenings and holiday events serving 150+ covers nightly
- Earned consistent 5-star service ratings and recognition for upselling premium menu items through attentive listening and tailored suggestions based on guest preferences
- Collaborated with team of 12 servers and support staff to ensure seamless guest experience in luxury hospitality setting

SKILLS

Fragrance Expertise: Note Family Classification (Floral, Woody, Oriental, Fresh, Chypre) | Fragrance Concentration Types | Scent

Profiling & Customer Matching | Prestige & Niche Brand Knowledge | Seasonal Fragrance Recommendations

Sales & Customer Service: Consultative Selling Techniques | Active Listening & Needs Assessment | Relationship-Based Clienteling | Upselling & Cross-selling | Customer Retention Strategies

Technical Skills: POS Systems (Square, Lightspeed, Retail Pro) | Inventory Management & Stock Rotation | CRM Software & Client Book Management | Visual Merchandising & Display Execution | Sales Reporting & Metrics Tracking

Interpersonal Skills: Emotional Intelligence & Customer Reading | Sensory Awareness & Scent Communication | Adaptability Across Customer Types | Team Collaboration | Multilingual Communication (Conversational Spanish)

EDUCATION

Seattle Central College

Graduated: June 2020

Associate of Arts in Business Administration

Relevant Coursework: Retail Management, Consumer Behavior, Marketing Fundamentals, Professional Communication

CERTIFICATIONS & TRAINING

Sephora Fragrance IQ Specialist Certification

2021

Sephora

Nordstrom Customer Experience Excellence Training

2022

Nordstrom

Fragrantica Fragrance Families & Notes Online Course

2023

Fragrantica

National Retail Federation Customer Service Certificate

2020

National Retail Federation

AWARDS & RECOGNITION

Beauty Advisor of the Quarter

Q3 2023

Nordstrom

Recognized for highest fragrance category sales performance and 96% customer satisfaction rating among 15-person beauty team

Sales Excellence Award

Holiday Season 2021

Sephora

Top performer in fragrance category with \$23,000 in sales over 6-week holiday period, ranking #2 among 22 store associates

Perfect Attendance Recognition

2021

Sephora

Acknowledged for 100% reliability across 12-month period including peak weekend and holiday coverage

ADDITIONAL INFORMATION

Fragrance Blog

2021–Present

"Scent Stories by Natalie"

Personal fragrance review blog featuring 60+ detailed reviews of designer and niche fragrances with focus on accessible descriptions and seasonal recommendations

Languages

English (Native), Spanish (Conversational)