

DIRECTOR OF DESIGN PROFILE

Dedicated, tenacious problem solver offering business acumen and creativity to build exceptional teams and drive strategic action yielding significant profitability gains.

Summary

Recognized as “backbone of the company” for caring and commitment, evidenced by willingness to pitch in when needed for projects with high-touch design needs, forklift operations, and customer presentations. Passion for lifting up team members through coaching and mentoring while promoting accountability through performance reviews. Keen ability to unite disparate teams by conveying a cohesive vision and championing teambuilding activities. Confident in analyzing data to facilitate decisive action yielding revenue growth.

Key Skills

- Cross-functional Team Leadership
- Capability & Constraint Assessments
- Interior Design & Staging
- Vendor & Freelancer Management
- Key Performance Indicators (KPI)
- Brand Awareness
- Market Penetration & Growth
- Key Stakeholder Communications
- High-growth Startups
- Budget Administration
- Revenue Growth
- Cost Containment
- Recruiting, Hiring, & Training
- Strategic Planning & Execution

Education

Master of Public Administration
The George Washington University
Washington, D.C.

Bachelor of Science - Journalism
University of Maryland
College Park, MD

Career Experience

Red House Staging & Interiors, Washington, D.C. 5/2013 – Present
CHIEF OPERATING OFFICER (COO), 7/2016 – Present

Steer strategic planning and operations involving team of 30 and \$3M annual revenue to propel nationwide growth for top home staging company in Mid-Atlantic region. Ensure profitability to meet or exceed targets through monthly financial / P&L analysis, strategic goal-setting, forecasting, KPI monitoring, and skillful budget administration. Champion engaging and supportive culture by modeling self-management practices and promoting distributive decision-making processes.

- Enhanced bottom-line performance by 64% by developing plans to increase profitability while reducing costs.
- Negotiated 30K-sq.-ft. warehouse lease, producing space-optimizing design.
- Maximized \$400K in annual inventory purchases by spearheading regular inventory counts and administrating inventory management system.
- Saved time and money while boosting employee retention by implementing new scheduling model and overhauling hiring, training, and onboarding practices.
- Coached underperforming department heads to reduce inefficiencies and increase productivity, resulting in payroll savings.
- Streamlined processes, reduced headcount, and achieved efficiencies to profit during Covid while similar businesses were failing.

CHIEF OF DESIGN OPERATIONS, 5/2013 – 7/2016

Inspired Project Management team of 8 to deliver excellent client experiences by hosting regular strategy meetings, supporting staffing and scheduling decisions, monitoring KPIs, and holding individuals accountable. Attended trade events to nurture relationships with vendors and negotiate favorable terms.

- Met \$70K annual revenue goal by orchestrating monthly warehouse sales.
- Strategized options with president to boost profitability, including closing on lagging sister company and absorbing employees into new retail sales / design services team.
- Penetrated new market and generated \$85K by introducing new brand focused on DIY staging rentals.

Early career success as Realtor® with Long and Foster, LLC and Office Administrator, Potomac Horse Center.

Community Leadership

CHAIRPERSON (2015 – 2016) & LOGISTICS CHAIRPERSON (2012 – 2015), Landon School Azalea Festival for the Benefit of Financial Aide and Faculty Enrichment