

Afiya Charles-Cunningham

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PROFILE

Seeking a position with a growing organization to utilize my skills for long term career growth

Academic Background

New York City College of Technology
Brooklyn NY, 11201

- Candidate for Bachelors degree in Business of Fashion and Technology 2021

LIM College
New York NY, 10022

- Candidate for Bachelors degree in Visual Merchandising. Attended 2012-2013

New York City College of Technology
Brooklyn NY, 11201

- Associate in applied Sciences: Merchandising and Sales Management May 2010

EXPERIENCE

Ela Designs USA

Marketing and production Intern

Queens NY, 11379 (2020 - Present)

- Assist director with all in house events planning to drive visibility and engagement with clientele.
- Planning and directing of Social Media Posts and PhotoShoots for brand website.
- Assist clientele with all communication regarding order fulfillment and booking consultations.
- Building seasonal campaigns and marketing communications for online boutique and Social Media.

Sunglasses Hut

Store Manager

Soho, NY (2019- Present)

- Develops and maintains high promotion and retention rates for top talent.
- Leads by example, coaches, develops, mentors and inspires team to enhance store performance.
- Partners with, Regional Trainer and Regional Director/Manager to identify and fill any talent gaps.
- Acts as a brand ambassador. Shares their passion for the brand through networking and talent development.
- Owns the coaching and development for all new hires through the first 90 days.
- Builds Sunglass Hut brand by consistently executing the brand standards and the Sunglass Hut Experience.
- Supports proper visual standards, inventory practices and ensures merchandising practices are executed.

Zara

Visual Merchandising Manager

Huntington , NY (2017-present)

- Monitor the store's sales and control the budget of the hours of 7+ million annually.
- Lead in-store product presentations with visual team based on creative vision of the brand.
- Partnering closely with Regional merchandising team to bring to deliver seasonal campaigns.
- Execute compelling and appealing in-store seasonal presentations through seasonal store set and merchandising.
- Execute window and in-store styling for Mannequins.
- Manage department workload and support and train visual merchandising team.

Gap Inc

Human Resource Generalist

Westchester , NY (2015-2017)

- Manages and executes the development of the store employees by providing coaching, training and feedback and actively facilitates the growth and career path of these employees.
- Creates development and training plans for 30+ direct reports.
- Works with all members of the stores leadership team to develop a high performing team and a customer-centric culture.
- Prepares and analyzes leader on duty tracking sheet to optimize Peak Hour opportunities.
- Implements shortage plan in partnership with the leadership team to minimize loss and achieve shrinkage goal.
- Leads overall store earnings by driving top line sales while managing controllable contribution.

Sears Holding Corporation

Human Resources Recruiting Specialist

New York, NY (2012-2015)

- Oversee training and development for 300+ employees.
- Maintain employee records, performance appraisals and other personnel related information.
- Assist Corporate Executives with the process of interviewing and recruiting applicants.
- Ensure proper orientation, evaluation and mentoring procedures for a productive environment.

- Compile training reports and developmental plans for new hires.

Sears Holding Corporation

Assistant Store Manager

New York, NY (2009-2012)

- Oversee 15+ direct associates, oversee scheduling and staffing of three departments.
- Assist Store Manager with creating profitable sales in store with 50+ million sales annually.
- Maintain proper visual merchandise presentation throughout high volume store.
- Maintain proper store opening, closing and cash handling procedures on a day to day basis.

Civic Engagement

- Volunteer Dressing Room Assistant for Guess Marciano Fashion Week Fall 2013
- Volunteer Instructor for “Let’s Get Fit” campus initiative to inspire healthy living and lifestyle Spring 2012

Workshops

Fashion Institute of a technology (FIT)

- Art of Sewing Summer Workshop 2016. Workshop to assist students with basic techniques of sewing and garment making.

MET Museum

- Create your own Artwork Studio Workshop. Workshop to create artwork inspired by collection with applied techniques from professional artists.

Experiential Learning

Brooklyn Grange Spring 2019

Field trip to engage and inspire students about sustainability and the importance of Greenhouses.

Social media/Computer Skills

Proficient in Social media marketing and Engagement on platforms such as: Instagram, Facebook and Twitter
Intermediate in Python and JavaScript
Proficient in Zoom web technical engagement and support
Proficient in Microsoft Suite, Outlook and Adobe

Certifications

Title XI Sexual Harassment training 2020

Language

Proficient in English, Intermediate in Spanish