

# Dominique Francesca Whelan

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## **EDUCATIONAL BACKGROUND:**

<b><u>Degree</u></b>	<b><u>Year</u></b>	<b><u>University</u></b>	<b><u>Major</u></b>
BS	2024	CUNY - New York City College of Technology GPA: 3.5	<i>Business &amp; Technology of Fashion Focus: Global Fashion</i>
BS	2018	CUNY - Brooklyn College	Psychology - Transfer

## **PROFESSIONAL LICENSES OR CERTIFICATIONS:**

*CUNY Certification Title IX Sexual Harassment, Gender-Based Harassment and Sexual Violence Student Training Course, September 2, 2024.*

*Certification in Makeup Artistry: Levels 1 & 2 Beauty and Fashion June 07, 2017.*

## **PROFESSIONAL EXPERIENCE:**

***Bartender/Server***

***The Wicked Monk***

***June 2021-Current***

- Retrieved and recalled customer orders and preferences to ensure accurate and personalized service.
- Described menu items and clarified drink options to guests, helping them to understand the best choices based on their tastes.
- Executed efficient service protocols and applied bartending techniques to prepare and serve drinks promptly.
- Critiqued the effectiveness of different promotional drink specials and evaluated their impact on sales to adjust future marketing strategies.
- Designed creative and appealing drink presentations and developed new cocktail menus to engage customers and increase sales.

***Bartender/Server***

***Johnny Utah's***

***September 2018-March 2020***

- Memorized drink recipes and recalled customer preferences to serve beverages accurately and efficiently.
- Explained the features and ingredients of specialty cocktails to customers to enhance their dining experience and assist in making informed choices.
- Utilized bar equipment and applied standard serving techniques to prepare and deliver drinks promptly.
- Developed unique cocktail recipes and crafted customized drink specials to attract new patrons and boost bar sales.

***Store Manager***

***Ruby and Jenna***

***August 2018-September 2019***

- Documented standard operating procedures and recalled them to train new employees on essential store functions.
- Clarified the importance of maintaining high sales standards to staff, ensuring they grasped the impact on overall store performance.
- Managed the setup of window and store displays by applying visual merchandising principles to enhance customer attraction.
- Reviewed inventory pricing and analyzed purchase invoices to identify pricing errors and correct discrepancies.
- Assessed team productivity and evaluated performance metrics to determine areas for improvement and adjust training methods accordingly.
- Designed innovative scheduling solutions and crafted flexible job assignments to meet changing business needs and optimize team efficiency.

***Assistant Manager***

***September 2016-August 2018***

- Recalled store policies and procedures to guide staff in handling complicated sales situations effectively.
- Explained proper cash and credit card transaction processes to ensure staff understood best practices for financial accuracy.
- Executed preparation of merchandise for the sales floor, ensuring products were arranged attractively and under store standards.
- Examined merchandise to verify correct pricing and display, and identified discrepancies to ensure accurate presentation.
- Developed a system for maintaining clean and organized work areas and crafted strategies to enhance teamwork and collaboration in the store.

***Assistant Manager***

***Alaskan Sun Tanning***                      ***January 2016-January 2017***

- Assigned employees to specific roles based on their skills and store needs to optimize operational efficiency.
- Explained the benefits of promotional offers to customers, ensuring they understood how these deals could meet their needs.
- Reviewed customer feedback and analyzed sales data to identify trends and recommend service improvements.
- Assessed the effectiveness of various marketing strategies and evaluated their impact on store performance to adjust future sales campaigns.

***Sales Associate***

***Annie Sez***                                      ***September 2014-January 2016***

- Retrieved product specifications and memorized key selling points to efficiently address customer inquiries.
- Interpreted customer preferences and described product features in a way that clarified their benefits.
- Implemented promotional strategies and applied sales techniques to drive revenue and meet targets.
- Monitored sales metrics and analyzed customer purchase patterns to adjust sales approaches.
- Formulated new sales strategies and designed engaging in-store displays to enhance the shopping experience.

***INTERNSHIPS:***

***Influencer Brand Marketing Intern***

***AS Beauty***

***August 2024-December 2024***

- Recorded influencer campaign schedules and recalled key campaign objectives to support ongoing marketing activities.
- Interpreted brand messaging and articulated product benefits to influencers to ensure their content aligns with the company's values.
- Implemented influencer marketing strategies by coordinating content posting schedules and applying brand guidelines to social media platforms.
- Reviewed influencer performance data and analyzed engagement rates to determine the success of different marketing tactics.
- Conceived innovative campaign ideas and produced compelling content outlines to enhance influencer engagement and drive brand loyalty.
- Reviewed feedback from influencer partnerships and assessed the overall impact on brand reputation to recommend strategies for enhancing future collaborations.

### **HONORS AND AWARDS:**

Fall 2022 Recipient, **Dean's List**, College of Professional Studies, Department of Business and Technology of Fashion, New York City College of Technology, CUNY

Spring 2023 Recipient, **Dean's List**, College of Professional Studies, Department of Business and Technology of Fashion, New York City College of Technology, CUNY

Spring 2024 Recipient, **Dean's List**, College of Professional Studies, Department of Business and Technology of Fashion, New York City College of Technology, CUNY

### **PROFESSIONAL DEVELOPMENT:**

Participated in **PDC - Handshake Q&A: Master Your Career Platform**, Friday, October 25, 2024, 1 p.m. - 2 p.m.

[https://citytech.joinhandshake.com/stu/events/1614047?utm\\_source=activity\\_mailer&utm\\_medium=email&utm\\_campaign=notification\\_email](https://citytech.joinhandshake.com/stu/events/1614047?utm_source=activity_mailer&utm_medium=email&utm_campaign=notification_email)

Participated in **PDC - Career Planning 101 – Unlocking Your Potential**, Tuesday, October 22, 2024, 3 p.m. - 4 p.m.

<https://app.joinhandshake.com/stu/events/1614043?ref=events-search>

Participated in **Financial Seminar Series**, Saturday, October 5, 2024, 10 a.m. - 12 p.m. at 1011 Utica Avenue.

[https://www.eventbrite.com/e/financial-seminar-series-tickets-1012826741047?utm\\_experiment=test\\_share\\_listing&aff=ebdsshios](https://www.eventbrite.com/e/financial-seminar-series-tickets-1012826741047?utm_experiment=test_share_listing&aff=ebdsshios)

Participated in **Women of Future Industries: From Runway Models to Role Models by Women.NYC**, Friday, September 27, 2024, 5:30 p.m. - 9:30 p.m. at 10 Grand Army Plaza.

[https://www.eventbrite.com/e/women-of-future-industries-from-runway-models-to-role-models-tickets-994542632787?utm\\_experiment=test\\_share\\_listing&aff=ebdsshios](https://www.eventbrite.com/e/women-of-future-industries-from-runway-models-to-role-models-tickets-994542632787?utm_experiment=test_share_listing&aff=ebdsshios)

Participated in **Future Now: Virtual Sneakers to Cutting-Edge Kicks by the American Federation of Arts**, Tuesday, April 30, 2024, 5:30 p.m. - 7:30 p.m. at the Fashion Institute of Technology, SUNY

<https://www.eventbrite.com/e/future-now-new-directions-in-footwear-design-tickets-872963887487?aff=erelexpmlt>

### **EXPERIENTIAL LEARNING:**

**CIVIC ENGAGEMENT:**

*Volunteer* - Sean Case Animal Shelter 153 E 3rd St, Brooklyn, NY 11218, Christopher Whelan's Eagle Scout Project, 2014

*Volunteer* - St. Brendan Catholic Church 1525 E 12th St, Brooklyn, NY 11230, Girl Scouts of America Cookie Sale, 2015

*Volunteer* - Bishop Kearney High School 2202 60th St, Brooklyn, NY 11204, Tutor, 2015

*Volunteer* - Bishop Kearney High School 2202 60th St, Brooklyn, NY 11204, Student Council, 2015

*Languages:*

*English, Italian*

*Travel:*

*Ireland, England, France, Switzerland, Germany, Greece, Italy, Bermuda, Bahamas, Dominican Republic*

*Social Media and Databases:*

Instagram, LinkedIn, TikTok, Twitter, Facebook, YouTube

*Computer Technology:*

MacOS, Windows, Microsoft Office, Microsoft Word, Microsoft Excel, Microsoft Teams, Microsoft Outlook, Microsoft Powerpoint, Microsoft One Drive, Microsoft Project, Google Docs, Google Drive, Google Sheets, Google Slides, G-Mail, Shopify, Canva