

TUESDAY MORRIS

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EXPERIENCE

Brilliant Bridal, Mesa, AZ

Store Manager, June 2018 – June 2019

- Directed the day-to-day operations of the company's flagship store
- Hired, trained, and managed a 10-member team while ensuring continuous delivery of excellent customer service
- Provided coaching and mentoring resulting in visible changes to staff productivity
- Monitored sales, inventory levels, and trends to initiate conversations with our buyers and increase sales margins

Target, Mesa, AZ

Retail Associate, August 2017 – May 2018

- Responsible for processing product, merchandising inventory, giving exemplary customer service, and knowing the product.
- Promoted within my role to train new associates and moved from overseeing a smaller department to a much larger one
- Acknowledged by management for being a team player

Bridal Boutique of Arizona, Phoenix, AZ

Co-creator & Stylist, February 2016 – Present

- Oversaw the management of the startup including handling multiple construction schedules, hiring and training a staff of five, and creating vendor relations
- Successfully transitioned the day to day operations to the new management and sales teams
- Advised over 100 brides on the best dress styles for their wedding day

Social Media Marketing Consultant

Freelance Consultant, April 2010 – February 2016

- Consulted with small business and non-profit owners on website development and social media best practices
- Researched, wrote, and edited original, key word optimized blog and social media posts
- Developed and maintained social media calendars
- Helped to increase post engagement by 100% or more
- Clients included: Suzanne's Bridal Boutique, Kitty Chen Couture, Samaritan Woman At The Well, and others

Suzanne's Bridal Boutique, Gilbert, AZ

Marketing Manager, July 2014 – November 2015

- Oversaw the management of the brand using social media, advertising, and public relations
- Engaged with customers via popular social media networks in the wedding industry: Facebook, Instagram, and Pinterest
- Influenced buying decisions by studying and forecasting trends in wedding and bridal industries
- Represented the brand at events and shows and on blogs and videos

Virtual Legal Assistant

Freelance Assistant, April 2010 – May 2014

- Prepared court documents and accountings for trusts and estates
- Maintained a virtual office using current technology and digital media

Suzanne's Bridal Boutique, Gilbert, AZ

Marketing Manager, November 2008 – June 2012

- Transformed online presence from non-existent into a lively social media persona -- including actively maintaining profiles on Facebook, Twitter, and Pinterest
- Represented the company at media and networking events, both online and offline, increasing local presence
- Successfully executed marketing and communications projects in accordance with established business and marketing plans

Granicrete International, Phoenix, AZ

Special Projects Coordinator, December 2006 – July 2008

- Coordinated and executed corporate projects
- Gathered appropriate information for business, legal, and marketing projects
- Drafted and edited documents for business development and government applications
- Managed the company intranet as a communication portal for employees and customers

Harriet Buhai Center for Family Law, Los Angeles, CA

Volunteer, September 2005 – April 2006

- Defined client needs in order to help them understand and complete the proper legal forms
- Made recommendations for future action by studying case files and assessing the client's situation
- Acted as a communication liaison between clients and staff attorneys

Express, Las Vegas, NV

Retail Associate, November 2002 – June 2003, Summer 2004

- Created satisfied customers and met sales goals by guiding them through the shopping process
- Converted shoppers into brand loyal customers through excellent customer service and encouraging customers to participate in store promotions
- Created visually appealing merchandising schemes

Starbucks Coffee Company, Las Vegas, NV

Supervisor, September 1996 – July 2003

- Managed high pressure situations while creating satisfied customers
- Communicated with customers and co-workers to insure accuracy of work
- Balanced and maintained store funds
- Managed and ordered inventory to help management keep control over budgets

Las Vegas Valley Water District, Las Vegas, NV

Office Assistant, June 1995 – August 1996

- Drafted employee guides for work order processing tasks
- Organized filing structures for more efficient production
- Processed work orders

Wild West Auto Boutique, Las Vegas, NV

Supervisor, September 1993 – June 1995

- Successfully handled day-to-day management of a small, customer focused business
- Resolved differences to maintain employee and customer relationships
- Assisted in making business decisions that served the best interest of the company and its customers

EDUCATION

Southwestern University School of Law, Los Angeles, CA

Juris Doctor, May 2006

University of Nevada, Las Vegas, Las Vegas, NV

Bachelor of Science, Marketing, August 1999