

# Laura Jennings

## Retail Florist



Creative and customer-focused Retail Florist with over 4 years of experience in designing floral arrangements and providing exceptional customer service. Eager to bring my artistic vision and dedication to a new team.

### Contact

-  (425) 555-1234
-  laura.jennings@gmail.com
-  United States, Seattle, WA

### Education

**Certificate in Floral Design-**, Seattle Floral School, United States, Seattle, WA

2016 - 2018

**Retail Florist Management Certification**, Society of American Florists, Certification Date: January 2021

### Skills

**Floral arrangement and design**

Expert

**Customer service and sales**

Expert

**Inventory management**

Expert

**Floral care and maintenance**

Expert

**Color theory and aesthetic design**

Expert

**Merchandising and store displays**

Expert

### Experience

#### **Retail Florist, Petal Pushers, United States, Seattle, WA**

**January 2022 - Now**

- Create custom floral arrangements for various occasions, ensuring a personalized touch for each customer.
- Manage inventory and restock flowers and supplies to maintain an organized workspace.
- Train new staff on floral design techniques and customer service best practices.
- Implement seasonal promotions and display arrangements to attract customers.

#### **Florist Assistant, Bloom & Co., United States, Seattle, WA**

**June 2020 - December 2022**

- Assisted in creating floral arrangements for daily orders and special events.
- Provided excellent customer service by helping customers choose appropriate flowers and gifts.
- Maintained cleanliness and organization in the floral shop.