

Contact

www.linkedin.com/in/lisakuoiyang-luxury-business-sales (LinkedIn)
www.slideshare.net/lisueda/kuoi-ueda-numerical-modeling-of-train-traffic (Personal)
www.omegawatches.com/ (Company)

Top Skills

Sales
Luxury Goods
Watches

Languages

English (Native or Bilingual)
Mandarin (Native or Bilingual)
Hakka (Professional Working)

Lisa Yang

Sales Associate at Cartier Mansion, 5th Avenue
New York, New York, United States

Summary

As a sales professional with 9+ years of experience in luxury retail, I have a proven record in cultivating strong client relationships and achieving monthly/annual sales goals.

Since embarking on my professional journey, I have become an expert in enhancing the client store experiences and maintaining excellent customer satisfaction.

Experience

Cartier
Sales Associate
October 2021 - Present (2 years 1 month)
United States

Christian Dior Couture
Sales Executive
May 2018 - October 2021 (3 years 6 months)
New York, New York

Cultivate strong relationships with 30-40 clients per day by promoting strategic CRM initiatives to identify each customer's needs and key information, returning \$160K in monthly sales and \$1.9M-2M in annual sales (2019-20).

- Strategize business planning for every day/uber-luxury product categories per client segment, including seasonal launch pre-orders, Haute couture, Haute Maroquinerie, and fine jewelry, following up with clients to increase sales.

- o Developed and transitioned 2 Top clients into Haute Couture unique order clients within three years; coordinated the details from start to finish with the U.S. /Paris Couture teams.

o Strengthened trust and credibility among 10 “Elite” clients; improved store sales from the clients’ initial \$3,000 spending average to \$500K in annual purchases.

o Successfully developed a “Super Elite” client within the first year of employment; increased revenue from the client’s initial \$6,000 spending power to \$200K in purchases.

- Invited to join Dior Homme to drive and develop Men’s business, simultaneously increasing Women’s business.

OMEGA Boutique

6 years

Lead Sales Executive/Key Holder

April 2017 - May 2018 (1 year 2 months)

New York, New York

Promoted to Lead Sales Executive – Key Holder to lead the team by example regarding selling ceremonies and achieving the highest secret shopper experience record in 2016-2017 at 92% and 100%. Consistently generated \$2M in annual sales.

- Represented the brand as an Ambassador by possessing full product knowledge in technology and aesthetics and researching other brands in the industry to analyze their competitive strategies and products.

- Appointed by the Head of Retail to manage the new Brookfield Place boutique in their management team’s absence, managing the sales operations with 6 team members and ensuring 100% cash accuracy.

- Oversaw the correspondence of 1000+ U.S. tour guides to generate a continuous Chinese tourist clientele, increasing the number of registered tour guides from 150 to 500 and improving client retention by 20% for watches and jewelry.

- Maintained the boutique's excellent client service procedures by coaching employees on executing CRM standards and strengthening relationships with 15-25 clients daily, achieving a 100% client satisfaction rating.

Sales Executive

June 2012 - March 2017 (4 years 10 months)

New York, New York

Shinkin Central Bank

Portfolio Officer

July 2006 - August 2008 (2 years 2 months)

New York, NY

Education

Hunter College

M.A., Applied Mathematics · (2008 - 2011)