



# AIESHA MCCASTLE

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## Summary

Energetic, innovative and results-oriented brand representative with 10 years of experience. Dedicated and reliable worker with a fantastic eye for detail and selling products effectively. Excellent organization, communication, and relationship building skills. Articulate and friendly, with a professional demeanor.

## Skills

- Effective Time Management
- Leadership and Teamwork
- Interpersonal Skills
- Ability to Work Under Pressure
- Critical thinking/problem solving
- Microsoft Office
- Attention to Detail
- Adobe Creative Suite
- Creativity
- Adaptability
- Customer Service
- Fast Learner
- Communication
- Advertising
- Brand Styling/ Monitoring
- Production Standards
- Client Relations
- Multitasking and Organization

## Accomplishments

- Promoted from Stylist to Assistant Manager in leading retail brand, in less than 3-months.
- Recognized as having the Master Boot Record (MBR) of my assigned region for outstanding performance and team contributions. Exceeded sales goals by 90%
- Won numerous races for credit card sign ups.
- Received many achievement certificates for excellent customer service.

## Experience

### Graphic Designer

09/2019 - Current

Illustrative Assets.Co | Philadelphia, PA

- Developed creative design for print materials, social media content, websites, advertisement, and informational purposes.
- Prepared brand packaging for point of sale displays, promotional materials and product packaging.
- Met with clients to present mockup and collect information for adjustments and final touches from concept to completion.
- Fostered relationships with retail clients through affective communication, negotiation and collaboration

### Assistant Manager

01/2023 - 09/2023

EXPRESS | Willow Grove, PA

- Creating memorable experiences for customers by applying and embodying a hospitality mindset and delivering a personalized approach to styling that helps to fulfill the Express brand purpose: We Create Confidence. We Inspire Self-Expression.
- Placed special orders or called other stores to find desired items.
- Maintained store to exacting visual standards by building attractive displays and merchandising products.
- Collaborated with store manager to develop strategies for achieving sales and profit goals.

- Mentored staff to enhance skills and achieve daily targets, using hands-on and motivational leadership.

### **Executive Creative Director**

09/2019 - 12/2021

The Fine And Fly Company | Philadelphia, PA

- Designed work that strongly communicated brand narrative, goals and concepts.
- Responsible for connecting creative leads and conducting close collaborations with designers, copywriters, sales personnel and my personal marketing team to produce creative content for the products and services being sold.
- In charge of heading advertising strategies, as the creative director I supervise team members and oversee projects, events and product launches.
- Established and maintained advantageous working relationships through company visions with collaborative engagement techniques and strategic leadership.

### **Visual Merchandiser**

12/2021 - 01/2023

Forever 21 | Newark, DE

- Followed prepared sketches and planograms to arrange consistent shelves, racks and bins across various locations.
- Enhanced store and display appearance utilizing seasonal promotions and trends to drive strategy.
- Maximized sales and visual impact through optimal arrangement of tables, fixtures and mannequins.

### **Medical Assistant**

05/2022 - 09/2022

North American Spine and Pain Therapy | Willow Grove, PA

- Assisted with routine checks and diagnostic testing by collecting and processing specimens.
- Directed patients to exam rooms, fielded questions and prepared for physician examinations.
- Arranged procedures, confirming times with patients and preparing admission and consent forms.
- Obtained pre- and post-treatment vital signs and weight

### **Store Manager**

02/2019 - 10/2021

LensCrafters | Willow Grove, PA

- Attracting and greeting customers, demonstrating products, and providing assistance in Lens and frame selection
- As an optician, I utilize clinical and product knowledge by assisting patients in deciding on properly fitted contact lenses and eyeglass frames to purchase after obtaining a prescription from optometrists and ophthalmologists.
- As a medical office assistant, I perform optical pre-examination, accounting, billing, charting, medical transcription, patient scheduling, and filing insurance claims.
- As a lab technician assistant, I check in received orders from outside processing laboratory that has cut, polished, and grinded lenses for prescription glasses, by using laboratory tools to determine prescription and alignment accuracy.
- Responsible for operation, cleaning, and maintenance of laboratory and office tools and equipment, dispensing finished glasses, adjust and fit eye wear.
- Generated repeat business by responding to customer concerns with friendly and knowledgeable service.
- Inventory management through cycle counts, audits and, shrinkage control.

### **Sales Representative**

04/2020 - 10/2020

Verizon | Blue Bell, PA

- Generating sales by applying personal knowledge in expressing passion for cutting edge technology, and demonstrating service skills to provide solutions which helps to simplify and organize their lives.

- Creating personal connections to make tech look simple.
- Excelling in a team-based environment.

#### **Dietary Aide**

05/2020 - 07/2020

Harborview Rehabilitation Care Center | Doylestown, PA

- Responsible for the preparation and handling of food created by the head chefs, serving meals to patients and residents , stocking inventory, recording and labeling meals served, monitoring food temperatures and sanitation, cleaning the kitchen, cutlery, and equipment.

#### **Jewelry/Watches Consultant**

06/2018 - 01/2019

Bloomington's | Willow Grove, PA

- Job duties center on assisting customers, exhibiting exceptional client service, comfortably rotating positions in store, keeping the offering floor loaded with stock and prepared for deal occasions.
- Replenishing and arranging jewelry cases, maintaining attractive selling floor, encouraging sales with promotions
- Making sure personal sales targets are met, building clientele, including interaction with displaying items, advising customers on their purchases, recommending and highlighting merchandise.

#### **Lead Lingerie Specialist**

05/2017 - 09/2017

Primark | Willow Grove, PA

- Rotating positions in store, and keeping the sales floor loaded with intimate stock and attractive shelving.
- Working money registers, assisting customers to their needs and wants, ensuring a smooth sale process and process de transactions, End noting inquiries regarding organization arrangements, stock, and administrations.

#### **Shoes Sales Associate**

07/2014 - 05/2016

J.C. Penney | Willow Grove, PA

- Demonstrating outstanding customer service and selling skills, keeping the selling floor stocked with merchandise and ready for sales events.
- Operating cash registers, assisting customers with sales, and answering questions about company policies, merchandise, and services.
- Greeting customers, identifying their needs, making suggestions, keeping records, stocking shelves, preventing theft, operating cash registers, and keeping the premises clean.

## Education and Training

#### **Associate of Arts:** Advertising

Expected in 05/2025

Academy of Art University | San Francisco, CA

#### **FIT Fashion Styling Foundations Certificate** : Fashion Styling

Expected in 12/2023

Fashion Institute of Technology | New York, NY

#### **Certificate of Completion:** Screen Writing

01/2022

New York Film Academy, New York | New York, NY

- Professional development in screenwriting of television series "Everything From The Heart"

#### **Some College (No Degree):** Biology Pre-Medicine

08/2020

Kutztown University of Pennsylvania | Kutztown, PA

- Minor in Psychology

#### **High School Diploma**

05/2016

Abington Senior High School | Abington, PA

- Vice- President at I.M.A.G.I.N.E. - Abington, PA August 2014 — June 2016
  - Women driven leadership program, focused on preparing young women for business success.
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## Activities and Honors

- Member, Alumni Association
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## Websites, Portfolios, Profiles

- [illustrativeassets.com](http://illustrativeassets.com)
- <https://aieshajadem.wixsite.com/aieshamccastleresume>