Maeve Kelley-Portillo

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Education

Northeastern University
Boston, MA
MS in Arts Administration and
Cultural Entrepreneurship
(May 2023)

BFA in Media Arts
Concentration in Photography
(Dec. 2019)

Skills

Fluent in Spanish
Digital and Film Photography
Adobe Creative Suites
Microsoft Office
Customer Service
Leadership
Visual Merchandising

Experience

Assistant Manager - Talent
Athleta, Chestnut Hill, MA
Sept 2023 - Present
Increased scheduling efficiency 30% by observing and adjusting forecast sales.
Creates programs for leaders and associates to build understanding of store goals through frequent and fun development and recognition.

Customer Service and Front Desk Lead
BorrowLenses, Waltham, MA
Sept 2022 - Sept 2023
Organized inter-departmental trainings for team members to ensure complete understanding and increased efficiency of company processes.
Assembled and distributed up to 40 camera rental orders per day.

Visual Merchandising and Operations Supervisor
Converse Flagship, Boston, MA
Sept 2021 - Sept 2022
Created visuals that increased apparel sales by 85%.
Developed new visual standards and merchandising training guides to inspire consistent visual execution within the company.
Received and processed up 200 units per day to maintain inventory levels

Visual and Operations Lead
L.L. Bean, Burlington, MA
Feb 2020 - Sept 2021
Received and processed up to 1000 units per day to maintain inventory levels.
Created visual marketing presentations to drive sales and promote customer engagement.
Managed loss prevention by completing monthly store audits.

Assistant Store Manager
Johnny Cupcakes Clothing, Boston, MA
June 2015 - Jan 2020
Increased customer interaction on social media 50% by creating content that involved sharing their own photos, participating in contests,
Directed and executed community outreach and collaboration plans, resulting in 3 different recurring on-site events and multiple "pop-up", off-site events.