

Promoted rapidly to progressively responsible positions based on performance with printed sportswear company that grew from a small print shop to \$70 million volume premier printer during my ten years of employment there.

**ASSISTANT MANAGER, LICENSING (1992-1993)**

Liaison with major licensors such as Warner Bros., Disney, NFL, etc., to assure compliance with licensor standards, provided executive support to Director of Licensing, worked with production and art staff to develop new designs to meet licensor guidelines and technical specs, manage licensed product sample inventories.

**SALES AND MERCHANDISING SPECIALIST (1991-1992)**

Assigned by company President to provide trusted executive support to newly created Vice President of Merchandising position, and ease the new executive's assimilation into the company by serving as his experienced "right hand."

**SALES ADMINISTRATIVE ASSISTANT, EXECUTIVE ASSISTANT TO PRESIDENT (1990-1991)**

Additional responsibility taken on to provide executive support to the top company official, screening all calls, drafting correspondence and creating spreadsheets, maintained high degree of confidentiality, served as liaison with customers and executive team, managed sample inventories.

**SAMPLE COORDINATOR, MERCHANDISING ASSISTANT (1989-1990)**

Created new position to address growing need to efficiently manage large inventories of valuable merchandise, provide customers with products needed for photo shoots, management meetings, etc., as well as administrative support for merchandising staff.

**CUSTOMER SERVICE REPRESENTATIVE (1985-1988)**

Promoted to main office position, processed orders, fielded phone calls, tracked inventory to match orders (manually in those days). Learned new software (Lotus 1-2-3) and created first spreadsheet for customer service, accurately and efficiently tracking monthly shipping totals.

**SCREEN LEAD, PRODUCTION DEPARTMENT (1985)**

After a two month layoff, was re-hired into the printing facility to coordinate the production of the screens required for multi-color tee shirt printing presses in large, fast-paced manufacturing setting.

**SHIPPING CLERK, BOOK INVENTORY, WAREHOUSE (1983-1985)**

Promoted to office position tracking and recording all outbound shipping, decrementing inventory records to assure accurate availability reports for sales reps, assisting with physical inventory and general warehouse duties.

**PRE-PACKER, GENERAL WAREHOUSE (1983)**

Prepared and packed orders including ticketing, color and size assortments, assuring accurate mixes and adherence to retailer requirements, general warehouse duties.

## EDUCATION

**Continuing Education:** A voracious learner, I am a work in progress, continuing my life-long process of self education and growth. Over the years I have taken more classes than I can count, including: a multitude of software classes for Microsoft Word, Excel and Access; many classes in proprietary software and systems; customer service, supervisory and management classes and seminars; vocal performance classes and workshops; over 150 hours of training in Compassionate Communication including empathic listening, conflict resolution and mediation.

**Shoreline Community College** Fall 06 quarter completed; current GPA 3.92 on the path to AA and ultimately transfer to university and higher degrees.

**Bothell High School** (1979-1982) Obtained diploma January 2007 utilizing college credits.

## REFERENCES

I have had the great fortune in my career to work for folks I deeply admire and respect. Three of my former bosses have agreed to serve as professional references, for which I am proud and grateful. These are people who challenged me and allowed me to grow, and who have functioned as both business and personal mentors. I have great admiration for their ethics, talent, and accomplishment. Their contact information will be gladly provided upon request.

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## HOLLY C.M. CROYDON

3015 NE 181<sup>st</sup> Street, Lake Forest Park, WA 98155

Phone: (206)364-5063 ▪ Cell: (206)595-9329 ▪ Email: holly.croydon@gmail.com

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Twenty-plus years of increasing responsibility and scope in customer service, executive support and management, demonstrating an exceptional level of adaptability, poise and a proven eagerness to learn and excel. Professional core competencies include:

Superb Customer Service	Confidentiality and Discretion	Executive Support
Sales Support	Advanced Computer Skills	Presentations
Merchandising Support	Composition and Documentation	Trade Show Coordination
Project Management	ERP Systems Implementation Support	EDI Processing and Oversight

## PROFESSIONAL EXPERIENCE

### **SELF EMPLOYED**

**2004 – PRESENT**

Began sabbatical 10/1/04 to pursue personal and business development and growth.

#### **TRAINER, COACH, MEDIATOR**

Developed a practice as a trainer, coach and mediator using the principles of Compassionate Communication (also known as Nonviolent Communication or NVC), teaching classes, leading practice groups and working with private clients. Volunteered with the Northwest Compassionate Communication, including administrative support for events and office staff.

#### **PERSONAL DEVELOPMENT**

Taught myself HTML and website development skills, and created personal and business sites. Returned to school, including completion of high school graduation requirements and obtained diploma. Developed clientele in local church circuit as a vocal soloist for services, weddings and memorials. Studied vocal jazz and ballroom dance.

### **LONDON FOG/PACIFIC TRAIL, INC., SEATTLE, WA**

**1993 – 2004**

Steadily promoted in recognition of performance at nationally renowned apparel company. Excelled at increasingly responsible assignments in fast-paced environment, from friendly, efficient front desk service to high level executive support and supervisory duties, culminating in a department head position.

#### **MANAGER, CUSTOMER SERVICE (8/22/99-10/1/04)**

Responsible for determining and implementing all customer service and sales support policies and procedures for leading apparel company serving all major national retail tiers of distribution. Managed staff of up to fifteen reps plus temps in highly seasonal environment, providing support to both an inside and outside sales force. Provided support to COO on special projects and software evaluations, proofing, composition, presentations, etc. Oversight of all inbound order flow to assure timely processing and accuracy, including high volume of EDI from major retailers. Diplomatic and tactful resolution of escalated customer complaints. Oversight of all staffing and a departmental budget of just under \$1 million.

#### **CUSTOMER SERVICE SUPERVISOR (12/2/96-8/23/99)**

Supervision of staff of up to seven reps and oversight of total inbound order processing including manual and automated EDI processes. Responsibilities similar to above for smaller sales volume, as well as personal responsibility for top retailer accounts. Provided administrative support to COO and other executives on special projects.

#### **CUSTOMER SERVICE REPRESENTATIVE (7/17/95-12/2/96)**

Accurately and efficiently processed daily EDI and manual orders for assigned accounts in high-volume environment, handled order expediting and tracking requests from customers and sales force, extensive data entry, daily allocations review, customer correspondence and problem solving, liaison with distribution center and sourcing staff to assure accurate and timely shipments. Served as primary contact for sales force, retail customers and consumers.

#### **SALES ASSOCIATE (12/19/94-7/17/95)**

Successfully developed specialty stores account base, rebuilding this business tier from less than \$300,000 to over \$900,000 in sales, while providing administrative support to sales and merchandising executives. Assisted in the development of sales plan presentations and spreadsheets, and called on major retail accounts in partnership with account execs. Provided customer support, answering buyer questions, order tracking and expediting, and problem solving.

#### **MERCHANDISING ASSISTANT (2/94-12/19/94)**

Provided administrative support to merchandising executives and staff, including the development of clear, accurate and aesthetically pleasing documents and presentation materials such as product line schematics, PowerPoint presentations, sales plans and proposals, spreadsheets and correspondence.

#### **RECEPTIONIST (9/21/93-2/94)**

Responsible for front desk and general administrative support including screening all inbound phone calls, greeting visitors, hosting company events, maintaining office supply inventories, providing administrative support for executives and staff.