

# KATHLEEN DORSE

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## EDUCATION

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Northwestern University School of Professional Studies  
Foothill High School

*Certificate - Full Stack Web Developer*  
*Honors Diploma*

2020  
2009

## EMPLOYMENT

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### ERMENEGILDO ZEGNA

*Assistant General Manager (Magnificent Mile)*

*Chicago, IL*  
*December 2015 – June 2020*

- Nominated to represent North America's Customer Understanding and Engagement Strategy at the 2017 Retail Summit trainings
- Exceeded 2017 store Budget, previous year sales and grew Full Price Collection Sell-through by 26% through increasing walk-in conversion rates, customer data capture, average customer spend, average value and units per transaction
- Improved tailor shop productivity while operating at 50% bandwidth through implementing new organizational methods, developing tools to manage work flow and monitor efficiency, and coordinating with the Master Tailor to foster team accuracy and accountability
- Created training resources that were adopted by the Director of Made to Measure for implementation across US market
- Recognized by VP for leadership while acting as General Manager and supported understaffed boutiques in the Miami market by providing onsite training for Regional Management, Store Management and Sales teams
- Grew Made to Measure sales by 32% and customer base by 48% in 2016 by coordinating in-depth training sessions, leading aggressive outreach campaigns, and utilizing local partnerships to promote in-store events
- Minimized the impact of staff turnover and increased customer retention by providing after-hour and in-home appointments for lapsed, high spend clients
- Managed all aspects of daily operations and implemented standard operating procedures that decreased Inventory Shrink by 98% in 2016

*Assistant General Manager (Rosemont)*

*February 2015 – December 2015*

- Grew store revenue by 26% and exceeded annual budget by 5% by retaining high talent, training them to maximize company initiatives and personally building client relationships on the sales floor
- Assisted with consistent team coaching, upheld the "Cross-Sell" initiative and recognized over and under-performers to surpass UPT goal by 9%, +18% to the previous year
- Supported the team with product knowledge and selling flow in order to achieve an average Mystery Shop score of 92% which exceeded the market goal of 80% and average of 83.5%
- Lead client outreach campaigns and utilized CRM tools to increase loyal client retention rate of 13% in 2014 to 25% in 2015
- Partnered with General Manager to develop and implement a strong succession plan and leveraged relationships within the mall to promote vacant positions and recruit subsequent AGM

### LOUIS VUITTON

*Service Leader (Assistant Store Manager)*

*Las Vegas, NV*  
*May 2014 – December 2014*

- Empowered team through Rethink Retail trainings and monthly coaching to make decisions in the best interest of providing an elevated customer experience and assisted with customer service issues to maintain the highest degree of customer service every day
- Managed store-wide outreach efforts including content development and targeting practices that resulted in being recognized for achieving the Highest Outreach and Most Appointment Sales in the Pacific Western Region on a personal and team basis
- Increased local client retention by 29% through participating in the planning and managing of three client events and coordinating incentive programs in conjunction with Neiman Marcus management
- Networked with Neiman Marcus employees to grow cross-brand sales figures against other luxury handbag retailers
- Performed competitive analysis for Regional Director and LVNA Merchandising Team resulting in a 30% revenue growth over 2013
- Selected to participate in corporate development meetings and train team on new product launches for Histoire de Maroquinerie, Creative Director Nicholas Ghesquiere's debut, and Collaboration Collections including Christian Louboutin and Karl Lagerfeld
- Grew store-wide sales strengths by providing guidance to sales associates with team selling and post-sale feedback identifying opportunities for improvement of cross-departmental sales
- Designed visual presentations that effectively represent and communicate the luxury brand and served as In-Store Visual Correspondent leading all sales floor movements

*Service Associate*

*April 2013 – May 2014*

- Recognized for achieving the highest store-wide department penetration level for two consecutive quarters (12.1%) in addition to exceeding the personal, category and store sales goal by 25% and the cross-selling goal by 33%
- Received *Exceeds Expectations* marks across all areas of review by store management including: Clienteling Efforts, Cross-selling Efforts, Communication Ability, Overall Sales Performance, Leadership Initiative, and Category Specific Objectives
- Hosted high profile guests at private functions and arranged high potential client nominations for experiences in France resulting in 9 perfect customer surveys in under 6 months
- Oversaw the Flagship location's Writing Universe Collection launch and created training materials for the Las Vegas Metro locations

## ADDITIONAL

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- Interests Include: Travel, Fashion, Vinyl Records, Art, People Watching, Sewing, Film, Food and Philosophy