

San Francisco Flower Mart – San Francisco, CA

02/2015 – Present

One of only five grower-owned wholesale flower markets in the U.S / www.sanfranciscoflowermart.com

Floral Designer, Freelancer

- Worked in collaboration with 15-30 vendors on average/25-50 during peak season in a fast paced/high-pressured environment; specialized in designing and creating large to small/simple to ornate, exceptionally beautiful arrangements (silk, dried, and/or fresh cut flowers; gift baskets, potted plants); developed and used a variety of styles and techniques – established reputation for introducing new flowers and creative/innovative design approach; demonstrated ability to up-sell
- Provided fresh cut flowers for special occasion (weddings, funerals, corporate events, christenings, parties, bar/bat mitzvahs, product launches, hotels, department stores, restaurants) consultations for small to large events for individuals, small businesses, and corporate clients; reviewed budgets, preferences and specifications; provided information pertaining to varieties of blooms and fillers, explained properties, appearance, scent and compatibility with other flowers, care of arrangements to prolong life; created ordered arrangements, provided sample and showcase arrangements; served as event coordinator to ensure on-time preparation and delivery of orders; collaborated with teams setting-up and taking-down events
- Developed and maintained client/vendor relations; demonstrated ability to address and resolve conflicts and concerns - generated repeat business, referrals, and a loyal client/vendor base
- Bought and sold cut flowers with local and international wholesalers, growers, nurseries, and farms; supervised delivery methods; processed, cleaned foliage/petals before storing; assisted with organization of back-stock and sales floor inventories; performed weekly inventory audits, merchandising schematic surveys to ensure optimal product presentation; documented and reported product waste and spoilage; achieved optimal sales margins
- Maintained a clean and safe environment for staff and customers; practiced safe use and maintenance of all tools and equipment; adhered to OSHA (Occupational Safety and Health Administration) guidelines and CDC (Centers for Disease Control and Prevention) COVID-19 practices

Kendal Merchandising Services – Carlsbad, CA

2015 – 2018

Providing the highest quality flowers and merchandising services to Costco Warehouse stores throughout the Western U.S. / www.kmsfloral.com

Regional Floral Merchandiser / San Francisco, CA

- Responsible for managing all aspects of 500-1,000 floral sales units per day; received on-site deliveries of fresh cut flowers, bouquets and arrangements; cleaned foliage/petals prior to placement on sales floor/in cooler; assembled portion of loose cut flowers into arrangements; displayed merchandise per planogram; preserved product quality via daily maintenance and water changes; continuously maintained clean displays and work area throughout the day
- Tracked and documented daily received inventory and sales, documented product waste and spoilage (via Excel); reported daily activity to quality control center
- Delivered customer service assistance for small to large purchases; provided information pertaining to varieties of blooms and fillers, explained properties, appearance, scent and compatibility with other flowers, care of arrangements to prolong life - proven ability to up-sell
- Developed positive/effective working relationship with Kendal and Costco teams (5-10 employees); trained and supervised in the proper care and handling of product, safe use and maintenance of all tools and equipment, and adherence to OSHA safety practices

JOHN SMYTH

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Hill's Floral Distributors – London, UK

02/2010 – 05/2015

A retail and wholesale florist fulfilling orders to Waitrose Florist for all types of flowers, arrangements, and supplies / www.waitroseflorist.com

Floral Designer

- Served as main floral designer, as part of team of 3-5 designers, for wholesale warehouse; prepared orders for hand tied, high style arrangements, and wreaths; designed warehouse floral presentations and maintained arrangements on display; merchandised plants and trees throughout sales floor
- Provided consultations for small to large events (weddings, christenings, funerals, and holiday celebrations), reviewed budgets, preferences and specifications; provided information pertaining to varieties of blooms and fillers, explained properties, appearance, scent and compatibility with other flowers, care of arrangements to prolong life; demonstrated ability to up-sell; addressed and resolved customer complaints/issues
- Received and verified quantities and quality of floral shipments, documented and reported goods not up to standards; processed dried pack flowers into prepared water containers, cleaned foliage/petals; ordered supplies; assisted with sanitizing cooler and keeping work areas clean; performed weekly inventory audits, recorded product waste/spoilage and faxed to distribution center
- Hired and supervised floral team of 3-5; taught flowers and their qualities, arrangement design, creating hand-tied bouquets, merchandising, and waste/spoilage control; trained customer service, proper care and handling of product, safe use and maintenance of all tools and equipment, and adherence to HSE (Health and Safety Executive) safety practices; provided performance feedback

Flowersmiths – London, UK

2007 – 2010

Combining inspiration from the beauty surrounding us and the joy of my craft with the best quality ingredients, ensure individual and stunning floral creations for any occasion / www.flowersmiths.co.uk

Florist

- Created hand-tie bouquets for outside flower stand, on average creating 18-25 bouquets per day and 30-50 during peak seasons; prepared vases and baskets by pre-greening; maintained assortment of products (amaryllis plants, fresh wreaths, orchids) and seasonal items (Christmas trees, Easter Lilies); preserved product quality by maintaining clean cooler/displays and work area; maintained accurate retail pricing and signage; documented/reported product waste/spoilage
- Assisted customers in selecting loose flowers and creating arrangements, processed small to large orders; provided information pertaining to varieties of blooms and fillers, explained properties, appearance, scent and compatibility with other flowers, care of arrangements to prolong life; delivered arrangements to neighboring businesses
- Made on-site visits to wholesalers and vendors to verify quality of product; bought cut flower bunches, plants, novelties, and supplies; received deliveries, processed and wrapped flowers
- Maintained a clean and safe environment for staff and customers; practiced safe use and maintenance of all tools and equipment; adhered to HSE guidelines

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Certifications/Education

- Travel Management / City College of San Francisco – San Francisco, CA 2020
- Peers in Public Health & Behavioral Health Settings / Lift Up San Francisco, San Francisco, CA / 2021
- Peers in Public Health & Behavioral Health Settings / Next Step Tech Skills – San Francisco, CA / 2019

Languages

- Native: English
- Secondary: French (mid-range: intermediate, conversational, competent, professional)

Community Volunteering

- San Francisco Aids Foundation – San Francisco, CA
- Shanti Project – San Francisco, CA
- St. Vincent De Paul Society – San Francisco, CA

Competencies/Transferable Skills

- Accomplished, results-driven professional with 16+ years of diverse experience in customer-driven retail and wholesale environments; effective in coordinating, evaluating, and managing customer service, product preparation, inventory control and employee training
- Adept knowledge of floral design, horticulture, merchandising, inventory management, and event planning
- Extensive customer service skills, focusing on high standards and teamwork to obtain optimal results
- Organized and detail-oriented with a demonstrated ability to correctly prioritize responsibilities and successfully multi-task in high-volume/high stress, fast-paced environments; quickly adapting to new routines and requirements, fluctuating priorities and workloads with speed and accuracy
- Recognized as a valued leader and team member with a positive, approachable, clear, and consistent communication style; proven ability to utilize expertise and leadership skills to convey objectives, improve quality of services, develop a flourishing, comprehensive team and accomplish set goals
- Demonstrated ability to foster rapport and build positive and effective relationships within a diverse, cross-functional teams and environments
- Industrious, consistent, and thorough; quick and pro-active learner, seeking skills/tools to support tasks
- Excellent eye-hand coordination/dexterity; ability to spend up to 100% of working time standing, walking/moving around, regularly bending at the waist, squatting, kneeling, reaching, stooping, pushing, pulling; ability to lift/move up to 50lbs unassisted in order to perform duties
- PC and Mac proficiency including but not limited to: Microsoft Office (Word, Excel); floral industry software: Dove, Teleflora, Interflora, and FTD; capacity to quickly learn new applications

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