

Olivia Leach

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EXPERIENCE

Tailwind Air LLC – March 2023 - Present

Sales Executive

- Develop relationships by contacting new client leads and businesses to increase revenue through individual, volume sales, and charters.
- Establish ongoing partnerships with corporations, hotels, and residential clients.
- Assist with marketing initiatives by producing the monthly newsletter, increasing brand awareness through social media, and coordinating and attending special events.
- Handle inbound and outbound customer service, check-in, and managing logistics for the seaplane operation.

Burlington – August 2021- November 2022

Merchandising Assistant- Young Men's

- Wrote and submitted purchase orders for the buying team.
- Retrieved data from style reports to assess business performance.
- Competition shopped in local and online retailers to create presentations on trends and inventory.
- Participated in weekly team meetings to discuss sales performance and goals.

Bobbles and Lace LCC – October 2020 - January 2021

Stylist and Keyholder

- Built strong relationships with customers by providing personalized advice based on their individual needs.
- Consistently achieved sales goals and high levels of customer satisfaction through quality service.
- Executed opening, closing and all POS register functions to meet business requirements for 7 store locations.

Faneuil Hall Marketplace – May 2019 - August 2019

Event Marketing Intern

- Developed and implemented creative marketing strategies to promote events.
- Engaged with tour operators and residential properties to increase group and individual foot traffic.
- Collaborated with internal teams to ensure all materials were prepared prior to event launch dates.

EDUCATION

Syracuse University *Bachelor of Arts, Writing and Rhetoric Major, Spanish (Culture, Language, Literature) Minor*
Syracuse, NY – May 2020

Delta Gamma Rho Sorority

Honor Board Member

SKILLS & CERTIFICATIONS

Verbal and written proficiency in Spanish

Technical Skills:

SalesForce, TTI (Travel Technology Interactive), JetInsight, Canva, ActiveCampaign, MicroStrategy BI

Certifications: Excel Essential Training (Office 365/Microsoft 365)