



**TYLER
ZIBAIE**

RESUME
+ COVER LETTER

HELLO, PLEASED TO MEET YOU

My full name is pronounced Beh•rouz Ty•ler Zee•bah•e | He + Him

The most meaningful impact that you can make as a leader is to truly embed your core values in those you've been entrusted to lead. Creating meaningful relationships that empower, promote self-worth and build on each individual's strengths are the fundamentals of my leadership style.

Within my career in Area and General Management, I've specialized in the hiring, training, development and retention of over 200 employees. Through a unique, adaptive and tenured approach to sales and management, I've delivered millions of dollars in revenue across various retail markets.

Throughout my experience in management and leadership, I've found that the easiest way to build clientele is by establishing a genuine level of trust. My recent career success in utilizing this method has been in bringing over **\$100,000** in organically driven sales by personally establishing relationships with the **NBA, JP Morgan, Fisher Investments and Adidas.**



Photo from the Portland CSI Brand Identity & Development Talk at Ankrom Moisan Architecture

As a Marketing Consultant, my clients have varied from nationally recognized artists and brands to global publications, start-ups, nonprofits and locally owned businesses. Throughout the years, I've also developed, hosted and spoken at every type of event from high fashion runway shows to identity development, networking and company leadership events.

My goal has always been to grow my personal and professional capabilities by combining my experience in senior level management, sales, marketing and networking into a career. My mission is to join and grow with a team that shares my core values of love, respect, inclusivity and integrity. I would bring to your team a fresh and unique understanding of how both sales and positive community engagement can build business.

It would be my pleasure to speak with you and expand on how my skillsets would fit with this role. Below you will find my resume for your consideration. Thank you and I look forward to hearing from you soon.

Work Experience //

INDOCHINO

Showroom Manager | 2019 - Present

- Top in Showroom Manager Sales for District | 2019
- Top 10 Showroom | 2019
- Developed and retained a unique, revenue driving corporate client book that features Adidas, The Portland Trailblazers, Fisher Investments, JP Morgan and The Portland Winterhawks.
- Marketing contributions in social + brand collaborative content
- Developed a KPI and operational management tool used to enhance showroom performance.
- Organically grew positive consumer insight by delivering memorable customer experiences.
- Gained company wide recognition for personal sales during 2020 Q1 & Q2 wherein I worked from home managing virtual client appointments.

J CREW

Flagship Associate Store Manager | 2018 - 2019

- Recruited, trained and managed a team of 20-40 individuals who's roles varied from management to inventory intake associates.
- Unique to this position, I also worked as an Event Coordinator for the local market in efforts to expand client awareness and elevate brand exposure.
- Oversaw fiscal success of business from daily ops to sales management

ALDO

General & Area Manager | 2013-2018

- Recovered a remote market, transforming it into a company leader for multi-year sales growth and operational standards.
- Managed the development, staffing and sales growth of area stores
 - Triangle Town Center + Crabtree Valley Mall + SouthPoint 2013-2015
 - Pioneer Place + Vancouver Mall + Seattle Premium Outlets 2015-2019
- Operated as General Manager in lieu of locations when needed while maintaining a home base location.
- Maintained personal and team leading KPI's
- Delivered performance reviews and set goals for management and staff.
- Held the highest individual sale in a store of \$4,500
- One of Eight company-wide Private Event Coordinators | 2013-2015

TylerZibaie.com

Marketing + Design Consultant | 2010-Present

- Designed, presented and integrated complete company branding and re-branding packages including digital, print and social media collateral.
- Personally acquired over 200 independently contracted clients with a primary focus of omni-channel marketing campaigns, branding and unique content development.
- Co-Chairman of FringeFashionPDX.com, a non-profit that focuses on the elevation of art and fashion within the marginalized POC, Black & LGBTQIA communities of the United States. | 2017-2019
- Consultant for Wilmington Consulting Group | 2010
- Fully Remote across multiple time zones | 2011-Present

Academia + Boards

Cape Fear Community College

- Liberal Arts / / College Transfer Program
- Small business design ally
- Campus featured mixed media artist

INDOCHINO | Inclusion

Diversity & Bias Committee

Acting member tasked to improve education, training and operational processes encompassing social, racial and implicit bias in the workplace.

Fringe Fashion PDX | Chair & Marketing Director

Fringe Fashion PDX was an event based non-profit that focused on the elevation of art and fashion within the marginalized POC, Black & LGBTQIA communities of the United States. | 2017-2019

Specializations

- Sales Training + Development
- Staffing + Employee Retention
- Business Operations Management
- Event Design + Management
- Social Media Management
- Digital Advertising / PPC
- Digital Marketing
- Graphic Design (CS Suite)
- Public Speaking
- Publishing
- Copy + Blog Writing

References

Harshdeep Thind

Former District Manager

INDOCHINO

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Alyssa Woolley

Former Lead Employee

ALDO + INDOCHINO

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Marketing + Design Client

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