

# DENEISHA BRANCH, MBA

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Solution-driven Project Manager with 10+ years of experience building exceptional customer experience operations across global retail brands. Demonstrated critical thinking delivering technical expertise and innovative solutions in Sales, Marketing, and eCommerce. Strategic business partner and detail-oriented leader ready to drive transformational change across any business.

- Change Management & Problem Solving
- Communications, Analysis & Database
- Data Management & Reporting
- Project Management, Integration & Security
- Salesforce Process Builder, Validation Rules
- Visual Merchandising, CRM & Shopify
- SAP ERP/S4 Hana, Oracle, Cisco, COM
- MS Office (Excel, PowerPoint, Word, Access)
- Google Docs, SharePoint, Zoom, POS
- HTML, XML, CSS and Jira Confluence

## PROFESSIONAL EXPERIENCE

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**Founder/Ecommerce Brand Consultant**, BranDesign Consulting, Atlanta, GA Jan. 2020 – Present  
*I provide fast, effective & efficient solutions to my clients through Brand Strategy, Brand Development and Project Management. I am results driven and detailed originated. I guarantee that by the end of your experience with BranDesign Consulting you will have better business organization and better workflows practices. We have provided services for many brands such as Express- Upwest, Chic-fil-a, OthrSource, Nordstrom Vendor Merchandising, BCBG Formal Brand Merchandising, and many more. Services I provide:*

- E-commerce Project Management, Vendor Management, CRM Project Management, Operations Management, Boutique Startup, Brand Strategy, Website Design, Website Audit, Instagram Audit, Email Marketing, Drop-Shipping and Visual Merchandising

**Founder/Project Manager, ECommerce**, UnderStated Boutique, Atlanta, GA July 2018 - Present  
*Project manager with a natural knack for eCommerce, implementing a retail business strategy by owning the project lifecycle including website operations, P&L management, forecasts, and digital B2C marketing, to reach sales goals in customer acquisition and retention.*

- Manage e-commerce requirements effectively to the project team resulting in growth in revenue within a two-month time frame.
- Partner with marketing team to launch successful sales marketing campaigns resulting in website conversions by 40% and oversee customer success metrics to provide advisement for optimization and manage SKU development.
- Manage selling platform Shopify and analyze sales trends with Google Analytics to discover target market demographics.
- Establish prospective sales regions in Canada and the U.K. to increase profits by 35%.
- Build relationships with wholesalers, drop shipping vendors and manufacturers in the US and China.

**Project Manager, Client Accounts**, Artisan Fabricators, New York (Remote) Apr. 2019- Apr. 2020  
*A trusted advisor to fashion retailer Tory Burch, providing technical consultative services in project management, analysis, and communications to optimize storefront, window display installations for 70+ stores positioning the retailer for business success.*

- Managed operations and processes for commercial store windows display installation for \$5M national campaign rollouts.
- Created 30 + technician schedules with an emphasis on optimizing customer availability, location, and service hours.
- Lead customer support model for incoming and outgoing calls, emails, and B2C communications with solution education.
- Monitored key accounts analyze customer trends and troubleshoot any scheduling issues by evangelizing for customer solutions.
- Reviewed product lifecycle management (PLM) workflows integrating production support and process workflows.
- Managed CRM software including scheduling, logging customer information, ongoing communications, and dispatch activity.

**Brand Project Manager**, Market Connect Group, Atlanta, GA Aug. 2014- March 2020  
*Strategically developed new processes as a change management leader with cross-functional relationships in merchandising, Sales, IT, and business operations teams and provided thought leadership on exemplary client relationships and processes.*

- Large-scale change management experience, developed and implemented best practices for retail store floor plans, merchandising needs, stock replenishment, visual display maintenance, and secured the best real estate for the client's product.
- Trained retail associates on products, industry-specific knowledge, brand awareness, and customer service to increase sales.
- Provided market intelligence on competitors' new product placement, visual/fixture presentation, and marketing strategies

**Luxury CRM Specialist**, Nordstrom, Atlanta, GA Jul. 2018 - Aug. 2019  
*Led multiple software's such as Oracle, Harmony, Avaya, and Slack to manage customer retention rate at Liveops cloud commuting call center.*

- Built good working relationships and communication with the business areas and external entities
- Lead customer support model for incoming and outgoing calls, emails, and B2C communications with solution education.
- Managed inbound customers purchase orders and communicated shipment activities for customers.
- Primary tasks included updating customers on tracking details, acknowledging or requesting changes to new orders.

**Luxury Visual Merchandiser**, Tiffany & Co., Atlanta, GA Nov. 2017- Dec. 2018  
*In-depth retail merchandising and logistics experience leveraging internal resources in selling luxury goods and consumer goods.*

- Evaluated customer happiness and satisfaction by integrating customer experience with the store set up including campaign collateral, window displays and installations, wall vitrines exhibit, and tower presentations throughout the store.

**Installation Project Manager, Brand & Visual Merchandising**, DAVACO, Dallas, TX Apr. 2016- July 2018  
*Led project implementation and merchandising principles for popular retail brands like Sephora, Nike, Adidas, and Dicks Sporting Goods. Delivered first-class customer service through project workflow and communicated all client concerns.*

- Implemented a core project team to install branded visuals and fixtures within project scope, budget, and assigned timeframe.
- Communicated with Program Manager regarding all client concerns, challenges and opportunities on assigned projects.
- Provided Quality Control Check on assigned projects and follow program reporting parameters.

**Operations Management, Luxury Sales**, 24/7 Talent, Atlanta, GA Jan. 2014- Jan. 2018  
*Led multiple software's such as SAP, POS, KWI, ASC and Raymark for retail planning for luxury brands.*

- Worked with several different luxury brands such as Dior, Gucci, David Yurman Nieman Marcus, Saks Fifth Avenue and Prada
- Managed all inventory logistics, financial reporting, customer accounts, and reconciliation, and monthly, quarterly, and annual sales goals.

**Merchandise Coordinator, G-III Apparel**, 24/7 Talent, New Orleans, LA & Baton Rouge, LA Oct. 2012 - Dec. 2013  
*Reported real time data for retail planning for several women's apparel brands.*

- Established and maintained relationships between management and selling teams at Macy's and Dillard's.
- Communicate results and useful information to key persons within the company via emailed door recaps.
- Ensured that Jessica Simpson, Guess, Vince Camuto, Eliza J and Jessica Howard dresses are merchandised to deliver a strong visual presentation. Implement high visual standards in line with brand merchandising guidelines.

**Visual Merchandiser**, Nordstrom, Atlanta, GA Oct. 2006 - Jul. 2012  
*Maintained seasonal marketing collateral for holiday installations.*

- Responsible for visual presentation and operational standards by ensuring effective implementation of all visual and operational direction with urgency and proper planning.
- Ensured the total presentation and display of merchandise is impactful, customer focused and maximizes sales.

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## EDUCATION

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**M.B.A., Management**, American InterContinental University, Atlanta GA, May 2010

**B.A., Fashion Marketing**, American InterContinental University, Atlanta, GA, May 2008

**Salesforce Administrator**, 30 Day Virtual Bootcamp, Trailhead by Salesforce, April 2020

**Salesforce Administrator**, Ranger Rank, Trailhead by Salesforce Mar. 2020- Present

*I have learned all the below skills through Trailhead Virtual Bootcamp. I'm still constantly learning advancing my skills every day in Trailhead. My Key Skills Are: General | CRM | Security | Reporting | Data Management | Mobile | App Logic | Integration | Chatter| Database | App Lifecycle |Partner*

- Administrating and monitoring the Salesforce CRM applications through Trailhead training.
  - Completed over 100 plus badges and over 40,000 trailhead points.
- Configured applications for users with job responsibilities and provide appropriate access to data.
  - Build Marketing Cloud data extensions, SQL queries and AMP Script.
- Created profiles and roles based on organization role hierarchy and implement record-level and field level

- Security and configuring sharing settings.
- Build custom objects, fields, and page customization's for the standard objects like Account , Contact and Leads etc.,
  - Created reports and dashboards.
- Developed workflow rules, workflow tasks, validation rules, and approval processes etc.

## CERTIFICATIONS

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**Women's Entrepreneurship, Ecornell**, Aug. 2021

**Hospitality and Tourism Management**, Florida Atlantic University, Boca Raton, FL Apr. 2020

**Digital Marketing**, Udemy Certificate of Completion, Oct. 2019

**SAP Basis Foundations**, Udemy Certificate of Completion, Oct. 2019

**SAP ERP Essentials**, Udemy Certificate of Completion, Oct. 2019

**SAP Simplified**, Udemy Certificate of Completion, Oct. 2019