

TAYLOR SCHULZ

Contact

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Education

Truman State University, Kirksville, MO
December 2016 - 3.56 GPA

- Bachelor of Fine Arts in Art; Concentration in Visual Communications
- Bachelor of Arts in Communication; Concentration in Public Communication
- Minors in Spanish, Psychology, and Art History

Mester University, Salamanca, Spain
Summer 2014

- Took classes at the university in addition to residing with a host family for 9 weeks to practice the language, experience the culture and establish international connections and perspective

Skills

Photoshop



Illustrator



InDesign



Audition



Lightroom



Microsoft Suite



Bridge



Muse



DreamWeaver



Flash



Professional Experience

Freelance Graphic Design/Photography

2017 - Present

Wedding Invitations

- Created save the dates, wedding invitations, and programs for several weddings

The Critical Thinking Company

- Illustrated forensic evidence based workbook aimed at 5th to 9th grade classrooms

Missouri State Representative Phil Christofanelli

- Designed Capitol Report header for weekly corresponding and updating constituents

Target Corporation (Chesterfield)

2017 - Present

Executive Team Leader - Salesfloor/Guest Experience

August 2017 - Present

- Led team of six Team Leaders and 150 team members in electronics, market, beauty, hardlines, softlines and front end departments of store making \$38 million annually
- Effectively executed and led team through new initiatives - notably vertical integration of unload, freight push, pricing, floor sets, visual merchandising, backstocking, zoning and active selling processes under one team's workload - by cross-training over 100 team members in multiple work centers
- Chosen by store and district leaders to captain Black Friday planning, coordinate scheduling, strategize and execute overnight product set-up and act as manager on duty
- Coordinated and planned three remodels, served as contact for external contractors, created schedules, mapped new fixture layouts, led team and walked progress daily
- Planned and executed 20+ brand launches including mapping floorpad resets, distributing information to team, coordinating efforts between teams, and organizing in-store experience events to engaged guests with new brands
- Implemented team lead statuses to focus on personal development, integration of SMART goals, work center sales metrics, team member development, current projects, training on selling, holiday priorities, scheduling, replenishment, effective communication and coordination with teams and other leaders
- Created and executed comprehensive storewide holiday strategy conveying endcap changes, feature displays, high-demand products, team training focuses, timeline of store prep, daily fills resulting in positive comping sales during holidays
- Partnered with and managed vendors to regulate stock merchandise, create ad-relevant displays, prepare for new product sets and organize holiday push
- Elevated team leader's role by expecting specific daily routines, training plans, holiday endcap walks, selling role-playing with team and observation cards of guest interactions
- Assessed, selected and retained top talent at hourly team member and team leader level plus developed leadership skills of current team members, resulting in promotion of four team members to team leader and two team leaders to senior team leader
- Selected as district-wide trainer and trained two ETLs and one TL on daily routines, team management, logistics strategy, prioritization and effective scheduling while restructuring the district training program and creating new material for other trainers
- Planned, budgeted and managed payroll to ensure store made monthly and yearly payroll
- Aided in the store overall earning a 81% team engagement on annual team survey with Salesfloor team engagement scoring a store high at 92%
- Championed new technology and processes to grow sales and incorporate digital routines into store culture, resulting in positive comp for online orders, DriveUp and order pick up
- Modeled and drove a sales and service culture to deliver an exceptional guest experience earning a 77 net promoter (guest satisfaction) score on a scale from -100 to 100
- Evaluated performance through metrics and financials; identified the root causes of problems and implemented action plans to achieve performance goals; held team leaders accountable for doing same resulting in positive year-to-date sales comp for 2018

Executive Team Leader - Softlines

May - August 2017

- Created and implemented new scheduling strategies, routines, trainings and merchandising ideas resulting in Apparel and Accessory sales increase of 1.13% in four months (new comp 1.62%)
- Enacted new team routines increasing task efficiency, focusing on active selling, and empowering team members to possess work center ownership, resulting in increased sales comp noticeable in shoes, comp 7.58% (up 4.09% from April), intimates, 4.53% (up 7.45%)
- Spearheaded move to A&A full coverage process - vertical integration of unload, freight push, pricing, floor sets, visual merchandising, backstocking, zoning and active selling under one team by cross-training 30 team members
- Initiated reading and interpreting sales metrics, reevaluating floorpad organization, and utilizing fixture-blocking techniques to create individual brand "shops" resulting in increased sales comp in mens, 3.20% (up 6.55% from April), jewelry/accessories, 0.52% (up 5.53%)

Target Corporation (Town and Country)

Summer 2016

Executive Intern - Logistics

- Developed and instituted new techniques to increase overall REDcard applications, resulting in average number increasing from low 20s to 38.75
- Ran distribution truck and flow teams, resulting in increase of overall speed and completion
- Observed monthly team member meeting and enacted changes in distribution of information from management to employees based on feedback from team

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Lodging Hospitality Management

Summer/Winter 2015

Sales Intern

- Absorbed duties of sales administrator after promotion, including requests for proposals for potential clients, aiding in contract completion, managing of banquet event order forms, and acting as main center for client to sales manager communications
- Trained two new sales administrators on role and office functioning
- Tracked schedule of both Marriott and Hilton at the Airport Hotels and confirmed staff was prepared for events
- Created proposals for potential clients, signed contracts with walk-in clients, participated in client/service manager meetings and oversaw events

Campus Involvement

Funds Allotment Council

2012 - 2016

President

2015 - 2016

- Oversaw allotment of over \$120,000 per year, through competitive application process, to organizations on campus to bring speakers and other events to campus and fund travel for on-campus organizations
- Coordinated all executive officer positions and oversaw completion of the establishment of bylaws and constitution reviews committee, updated new member training process, and creation of application guide for groups
- Led new member interviews, funding request hearings and a seven-hour deliberations meeting along with weekly council meetings
- Created and executed severance from Senate making FAC an autonomous organization with control over own constitution and bylaws
- Spoke to 3,000+ students at various campus meetings during two-week period on behalf of Council initiative

American Institute of Graphic Arts

2015 - 2016

President

2015 - 2016

- Led weekly meetings and managed interaction with Student Union and various faculty
- Coordinated trips to St. Louis and Denver to visit design firms, including researching, contacting and scheduling firms in addition to organizing transportation and lodging for 8-15 students and serving as primary risk manager
- Set up skill tutorials, interdisciplinary lectures and Skype interviews with professionals to improve skills and knowledge of members
- Restructured organization to enable members to provide more input through previously nonexistent committees and executive meetings

Sigma Kappa Sorority

2012 - 2016

Vice President of Alumnae Relations

2014

- Authored quarterly alumnae newsletter and social media updates, planned 2-3 events per semester, worked with national liaison to coordinate efforts with other chapters, created previously nonexistent professional program connecting active members and alumnae and worked closely with local businesses to establish connections

Presenter at Student Research Conference

2015

- Analyzed integration of technology's affects on improving comprehension and memory in university and professional settings through presentation of web-based, interdisciplinary, mini-exhibition designed to digitally display historical information with related artifacts

Varsity Cross Country; Varsity Track and Field

2012 - 2015

- Participated in Varsity Cross Country and Track and competed in conference and regional meets; ran personal best 5K time of 19:30

Awards & Acknowledgments

Educational Awards

2013 - 2016

Graduated Cum Laude

2016

Earned Departmental Honors in Visual Communications and Communication

2016

President's List

2016

Vice President's List

2013 - 2016

Target Recognition

2017 - 2018

Fall National Meeting

2018

- Honored at annual corporate meeting by regional-level Food and Beverage Director as tremendous resource for training and new initiatives

Excellence in Food

2018

- Presented food initiatives created and executed within store as resource and example of great holiday food preparedness on regional call

REDCard Recognition

2018

- Implemented use of observation cards, cashier role-play, training on "soft no", and team leader development to exceed company expectations for guests opening new REDcard accounts in September earning recognition from corporate

Friedman Group Selling Training

2017

- Participated in a selling training session focused on superior guest experience and closing the sale, presented by the Friedman Group

District Annual Meeting

2017

- Recognized at district-level meeting as ETL that the store "would not survive without"

Softlines Conference Host

2017

- Recognized by Target Corporate and chosen (out of 96 stores) to host the group visual merchandising conference and intern visits to discuss improvements made in softlines