

Kathryn Basham

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Professional Experience

BORDERS BOOKS & MUSIC - Louisville, Kentucky

2003 to 2011

- Several management team positions in Louisville and the traveling position of Designated Sort Specialist.
- As Training Supervisor trained preexisting Hawley-Cooke employees and new hires in Borders policies and procedures. Coached employees through the culture shift while transitioning from an independent to a corporate environment of Borders. Made recruitment and training a high priority throughout my tenure.
- As Sales Manager used financial and analytical management tools to ensure that sales, profitability, and productivity goals were met. Analyzed sales data to develop and implement action plans to address trends and opportunities.
- As Sales Manager consistently drove sales and maintained an environment where customers enjoyed a rich shopping experience. Monitored productivity and performance of hourly staff and addressed performance issues.
- As Inventory Supervisor planned and implemented store layout changes. Deployed to stores in Kentucky, Tennessee, and Ohio to oversee and facilitate transitions of stores to new inventory procedures and processes.
- As Designated Sort Specialist opened three stores (Alameda, CA; Freeport, NJ; Baton Rouge, LA) and facilitated training sessions for staff demonstrating a strong focus on visual presentation and the training of new management teams in roles and procedures.

HAWLEY-COOKE BOOKSELLERS - Louisville, Kentucky

2001 to 2003

- As Floor Manager created and executed visual presentation for the store to maintain the stores reputation as a unique and eclectic independent local bookseller. Hired and trained staff to achieve company goals including sales and satisfaction and modelled the company culture to assist in integrating staff into the bookseller community.

Education

MBA · Université de Moncton – Moncton, New Brunswick (2014) Concentrations in Marketing, Management, and Financials.

Bachelor of Philosophy · Miami University, School of Interdisciplinary Studies – Oxford, OH (2001) Concentrations in Creative Writing and Marketing.

Certification

Certified Associate in Project Management (CAPM) · Certified by the Project Management Institute
Certified Training Practitioner (CTP) · Certified by the Canadian Society for Training and Development

Skills

- Extensive experience in Customer Service Management, Loss Prevention, and Visual Presentation.
- Development of ROI specific proposals and marketing materials in support of event based sales.
- Ability to deliver professional quality presentations through Microsoft PowerPoint.
- Significant knowledge of training and market practices in the American retail and publishing sectors.
- Creation and manipulation capability of graphics in Adobe Photoshop and Illustrator.
- Design and development expertise of e-learning in Adobe Captivate.
- Research and analysis experience using both online journal sources and informational interviews.

References available upon request.