

ALICIA BAILEY

ALICIBAILEY@LIVE.CA

647-204-3029

PARIS, ON

A seasoned professional with 7+ years of combined experience in home building design support, visual merchandising and team leadership. Developed the strong skills required to liaise between internal departments, trades/suppliers, team members, and members of the public. An approachable demeanor, keen attention to detail, impeccable organizational skills and a dedication to knowledge, enable success in a multitude of diverse opportunities.

SKILLS

- Proficient in Google: Docs, Calendar & Teams
- Microsoft 365: Word, Excel, PowerPoint, SharePoint & OneDrive
- Builder Lynx, Newstar Sales, Salesforce & Moneris
- Adobe Edit, AutoCAD, Power BI, DocuSign & Canva
- Calendly

EXPERIENCE

DESIGN COORDINATOR

JUNE 2023 - CURRENT

EMPIRE COMMUNITIES

- Reviewing community project timelines and milestones, ensuring that all team members are on track with their tasks.
- Working closely with other team members, including purchasing specialist architects, design consultants, and vendors, to facilitate smooth community project execution.
- Acting as a point of contact for homeowner and construction/trades inquiries, gathering feedback, and ensuring their needs are met throughout the design process.
- Investigates and respond to all incoming design inquiries via emails/calls from internal departments, trades & homeowners in a timely matter.
- Demonstrates and maintains a thorough understanding and knowledge of pre-construction upgrade options as well as standard features.
- Reviewing all design documents (Amendments, Options & Upgrades, Floorplans, Colour Chart & 3D Drawings) and ensure all related information is consistent and coordinating revisions to paperwork as needed.
- Addressing any challenges that arise during the design process and finding effective solutions.
- Conducting or attending a team meeting to discuss community project updates, deadlines, and any immediate concerns.
- Assessing design drafts and concepts submitted by team members, providing constructive feedback, and suggesting revisions.
- Providing guidance and support to junior team members, helping them develop their skills and understanding of design processes.
- Responsible for maintaining Standard Operating Procedures (SOPs) for Design Coordinator Procedures.
- Conduct product reselections between trades and homeowners when products are discontinued/backordered.

DESIGN OFFICE ASSISTANT

FEB 2023 - JUNE 2023

EMPIRE COMMUNITIES

- Meeting with Homebuyers to make Interior Finishes selections and understand their needs, preferences, and budget for their new home.
- Preparing visual presentations for design consultants virtual and in-person design meetings with homeowners.
- Helping manage project timelines, schedules, and deliverables to ensure deadlines are met.
- Communicating with clients as needed, gathering feedback, and addressing inquiries related to design projects.
- Maintaining organized office operations, including managing supplies, equipment, and facilities.
- Answering phone calls, responding to emails, and handling correspondence on behalf of the team or Design manager.
- Assisting with budgeting, invoicing, and expense tracking, and processing payments as needed.
- Providing basic technical assistance for office equipment and software, or coordinating with IT support as needed.

MERCHANDISE COORDINATOR

MAY 2022 - FEB 2023

STRUCTUBE

- Creating eye-catching product displays that attract customers and promote sales while aligning with brand aesthetics.
- Developing effective store layouts to optimize customer flow and enhance the shopping experience.
- Designing and implementing seasonal or promotional displays that highlight specific products and sales events.
- Strategically placing products to maximize visibility and encourage impulse purchases.
- Collaborating with inventory teams to ensure that displays are stocked and maintained according to demand.
- Ensuring that visual merchandising aligns with the brand's image and marketing strategies.
- Educating sales staff on the importance of visual merchandising and how to maintain displays effectively.
- Regularly updating and refreshing displays to keep the store environment dynamic and engaging.

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EXPERIENCE

ADMINISTRATIVE ASSISTANT

JUNE 2019 - MAY 2022

LIV COMMUNITIES

- Maintaining organized office operations, including managing supplies, equipment, and facilities.
- Answering phone calls, responding to emails, and handling correspondence on behalf of the team or Design manager.
- Organizing and maintaining calendars, scheduling meetings, appointments, and travel arrangements.
- Preparing and formatting documents, reports, and presentations, ensuring accuracy and professionalism.
- Inputting and maintaining data in various systems, including databases and spreadsheets.
- Assisting with budgeting, invoicing, and expense tracking, and processing payments as needed.
- Meeting with Homebuyers to make Interior Finishes selections and understand their needs, preferences, and budget for their new home. Preparing visual presentations for client meetings, showcasing design ideas and concepts.
- Organizing meetings, preparing agendas, and taking minutes, as well as following up on action items.
- Providing basic technical assistance for office equipment and software, or coordinating with IT support as needed.

VISUAL MERCHANDISER

2018-2019

THE BRICK

- Developed individual business plans, identified sales goals, source of business, lead conversion statistics and weekly production requirements in order to achieve yearly business goals, while honoring work life balance.
- Oversaw the day-to-day operations of the Principle Director, and the real estate team, with a high level of multi-tasking required, including managing and coordinating tasks, schedules, and team activities to ensure seamless and productive functioning.
- Oversaw legally binding documentation and ensured all timelines and targets are being met.
- Developed, mentored and trained new and existing team members in all aspects of the real estate business.
- Pivoted between roles and tasks in the office setting in order to ensure team success. Including assisting in daily operations of the office, marketing, tracking effectiveness of budgets and results, paperwork, and liaising with clients.

INTERIOR DECORATOR

2017-2018

LEONS

- Meeting with sales representatives clients to understand their needs, preferences, and budget for their home.
- Developing floor plans that optimize the use of space, considering traffic flow and furniture placement.
- Supervising the installation of furniture, decor, and finishes to ensure they align with the design specifications.
- Addressing challenges that arise during the design process and finding creative solutions.
- Assisting with stock management, including receiving shipments, conducting inventory counts, and organizing merchandise.

KEY HOLDER

2017-2021

LE CHATEAU

- Responsible for unlocking and locking the store, ensuring that all security measures are in place.
- Handling cash registers, performing cash drops, and reconciling cash at the end of shifts.
- Assisting customers with inquiries, addressing concerns, and providing a positive shopping experience.
- Overseeing team members, providing guidance, and ensuring that staff follow company policies and procedures.
- Assisting with stock management, including receiving shipments, conducting inventory counts, and organizing merchandise.
- Documenting daily activities, sales reports, and any incidents that occur during shifts.

EDUCATION

- Humber College - Interior Decorating Diploma
- Marca College - Hairstyling Diploma
- St. Edmund Campion S. S. - OSSD