

ANNALISE COSTANTINO

 | annalise@shopboutiquechic.com

PROFESSIONAL SUMMARY

Entrepreneurial business owner and community-minded leader with more than 20 years of experience in retail management, operations, marketing, team development, merchandising, and business growth. Proven ability to build and lead successful teams, develop strategic partnerships, execute community-focused events and promotions, and create meaningful customer experiences. Deeply invested in the continued growth and vitality of Downtown Lake Orion through small-business advocacy, community engagement, collaborative programming, and service.

CORE COMPETENCIES

Business Leadership & Operations | Strategic Planning | Community & Business Partnerships | Downtown Promotions | Marketing & Brand Development | Financial Management | Event Planning & Execution | Staff Development & Mentoring | Retail Merchandising | Customer Experience | Recruiting & Training | Sales Growth

PROFESSIONAL EXPERIENCE

OWNER & CHIEF EXECUTIVE OFFICER

Boutique Chic | April 2024–Present

- Founded and leads an award-winning independent retail business in Downtown Lake Orion, with responsibility for strategic planning, financial management, operations, marketing, staffing, merchandising, business development, and long-term growth.
- Developed Boutique Chic from concept through launch and expansion, establishing the company's brand identity, operational infrastructure, vendor network, e-commerce presence, community partnerships, and strategic vision.
- Direct purchasing, inventory planning, vendor relations, budgeting, pricing, sales analysis, POS operations, digital commerce, and overall business performance.
- Lead all marketing, advertising, public relations, social media, website strategy, promotional campaigns, and brand storytelling to increase customer engagement and strengthen awareness of both Boutique Chic and Downtown Lake Orion.
- Develop strategic partnerships with neighboring businesses, venues, nonprofit organizations, artisans, and community organizations to create cross-promotional opportunities and collaborative programming.
- Conceptualize, organize, market, and execute in-store events, charitable fundraisers, fashion events, seasonal promotions, and community experiences designed to generate traffic, support local organizations, and encourage downtown commerce.
- Built a mission-driven retail model prioritizing women-owned companies, ethical artisans, charitable organizations, and brands that give back, including partnerships supporting survivors of human trafficking.
- Recruit, train, mentor, schedule, and supervise employees while establishing operational procedures, customer-service standards, sales expectations, and a relationship-focused shopping experience.

STORE MANAGER

Simply Marcella | February 2022–April 2024

- Directed daily store operations, employee supervision, merchandising, inventory processing, cash management, customer service, and sales performance.
- Recruited, hired, trained, coached, and evaluated employees while communicating performance expectations and cultivating a positive, collaborative team culture.
- Developed impactful visual merchandising presentations and supervised merchandise processing, inventory control, and store presentation standards.
- Resolved customer concerns, managed opening and closing procedures, conducted inventories, and maintained responsibility for deposits and other operational functions.

ASSISTANT STORE MANAGER

Soft Surroundings | June 2019–February 2022

- Assisted in the leadership of store operations, staffing, sales performance, customer service, visual merchandising, inventory management, and employee development.
- Coached the team on sales strategies and key performance indicators, contributing to approximately 30% sales growth over a two-year period.
- Assisted with recruiting, hiring, training, scheduling, and managing keyholders and sales associates while maintaining a collaborative, service-focused culture.
- Oversaw POS procedures, merchandise processing, inventory, cash handling, deposits, customer issue resolution, and daily operational standards.

OPERATIONS SUPERVISOR

Kate Spade New York | December 2017–June 2019

- Managed operational standards, staffing strategy, inventory, merchandise processing, cash management, store opening and closing procedures, and customer-service execution.
- Strategically scheduled team members to optimize store coverage while maintaining payroll guidelines and business needs.
- Recruited and trained employees, coached senior staff, and supported performance development while fostering a positive and collaborative work environment.
- Executed visual floor sets and merchandising strategies while using sales performance and product placement data to support business results.

STORE MANAGER

Kara's Silver Jewelry Expressions — PANDORA Jewelry Anchor | May 2015–December 2017

- Opened a new retail location and led recruiting, hiring, training, scheduling, merchandising, inventory management, sales development, and daily store operations.
- Managed employee performance, coaching, promotions, corrective action, and team development while cultivating a strong customer-service culture.

- Increased profitability through effective sales training, merchandising, operational oversight, and identification of opportunities to improve business performance.

RETAIL & OPERATIONS MANAGER

PANDORA Jewelry — BGW Enterprises LLC | October 2010–April 2015

- Managed a high-volume retail operation with a team of approximately 25–30 sales associates, two team leaders, and two assistant managers.
- Recruited, hired, trained, evaluated, scheduled, coached, and developed employees while leading monthly store meetings and ongoing performance initiatives.
- Partnered with district leadership to develop the store brand, strengthen operations, improve merchandising, and drive sales performance.
- Increased sales volume approximately 40% during tenure through effective sales leadership, employee development, customer retention, and identification of profit opportunities.

COMMUNITY LEADERSHIP & RECOGNITION

- Downtown Development Authority Promotions Committee — Collaborate with downtown businesses, community leaders, and partners to develop events, promotions, and initiatives designed to increase foot traffic, encourage merchant participation, and strengthen Downtown Lake Orion.
- Kensington Church – Orion Campus, Lead Kindergarten Teacher — Serve as a lead teacher within the children’s ministry, providing classroom leadership, instruction, and a welcoming, supportive environment for kindergarten-aged children and their families.
- Orion Area Chamber of Commerce — Actively participate in Chamber initiatives and relationship-building among local businesses, nonprofit organizations, civic leaders, and community partners while supporting entrepreneurship and economic growth.
- Create and produce community-focused events and charitable initiatives, including fashion events, fundraisers, collaborative promotions, and programs benefiting local nonprofit organizations and community causes.
- Develop partnerships and cross-promotional initiatives with local businesses, venues, nonprofits, and community organizations to strengthen relationships within the downtown business district and encourage residents and visitors to shop locally.
- Recipient of the Orion Area Chamber of Commerce Entrepreneur of the Year recognition.
- Boutique Chic recognized by the Lake Orion Review as Best of the Best — Clothing Boutique.

EDUCATION

BACHELOR OF ARTS IN PSYCHOLOGY | Houghton University (formerly Houghton College) | 2007

Relevant studies included Business Administration, Statistics, Organizational Business Communications, Social Psychology, Psychology of Personality, Visual Arts, and independent empirical study examining body image in men and women and its influence on self-perception within society.

TECHNICAL & PROFESSIONAL SKILLS

Retail & Business Operations | Marketing & Sales | Coaching & Mentoring | Microsoft Word, Excel & Outlook | Visual Merchandising | Budgeting & Financial Analysis | Payroll & Scheduling | Talent Recruitment | Employee Training & Development | Inventory Management | POS Operations | Social Media & Digital Marketing | Event Planning | Community Partnerships