



FENLEY STRICKAND

SKILLS

- ♦ Integrated Marketing and Communications
- ♦ Customer Service
- ♦ Promotional Strategies
- ♦ Staff Management
- ♦ Inventory Control
- ♦ Content Creation

EMPLOYMENT
HISTORY

Spa Coordinator at Cedar Creek Spa

Sept 2025 — Present

Manage daily front desk operations at the spa, ensuring seamless client experiences through efficient appointment scheduling and prompt resolution of inquiries. Support marketing initiatives that promote services, attract new clients, and enhance overall customer satisfaction.

Clinique Counter Manager at Belk

Jun 2024 — Aug 2025

Oversaw daily operations at the Clinique counter, managing staff performance and inventory to ensure smooth operations. Developed and executed promotional strategies while training team members to enhance service quality and product knowledge, boosting customer engagement and sales.

Estee Lauder Beauty Advisor at Belk

Sept 2021 — Apr 2024

Focused on providing exceptional customer service and personalized beauty consultations. Engaged with clients to understand their needs and recommend suitable products. Maintained knowledge of the latest beauty trends to enhance customer experience at the cosmetics counter.

Fenley Strickand

EDUCATION

Bachelors of Science in Integrated Marketing and Communications, University of West Alabama

Oct 2024 – May 2026

Associate's of Arts , Northeast Mississippi Community College

Jan 2022 – May 2024

LINKS

[Portfolio](#)

INTERNSHIPS

Social Media Planner/Creator at Maurice's , Branson MO

Jan 2025 – Sept 2025

Created social media posting plans for Maurice's media accounts to increase traffic online and in store. I created posts the showcased their products, new arrivals, and encouraging staff members.