

ELLIE HALILI

Reno, NV | liz.halili06@gmail.com | (209) 597-7487 | linkedin.com/in/ellie-halili-42908332b

PROFESSIONAL SUMMARY

Business student with leadership experience in retail operations, customer engagement, and team support. Brings a strong mix of sales, communication, organization, and day-to-day management skills that translate well to entry-level marketing, brand, and management roles. Experienced in creating positive customer experiences, maintaining store performance, and helping teams operate efficiently in fast-paced environments.

EDUCATION

University of Nevada, Reno - B.S. in Business (Management/Marketing), in progress

*Expected
2028*

Saint Mary's High School

RELEVANT EXPERIENCE

Sales Lead / Key Holder | *The Vitamin Shoppe, Reno, NV*

Feb 2025 - Present

- Lead daily floor operations, balancing customer service, team support, and store organization in a fast-paced retail environment.
- Drive customer engagement by recommending products, answering questions, and creating positive in-store experiences that build trust and repeat business.
- Support store performance through accurate cash handling, register balancing, opening/closing procedures, and attention to operational detail.
- Help train team members and maintain strong visual presentation, merchandising standards, and inventory accuracy.

Front Desk Cashier / Key Holder | *G2 Supplements+Water, Tracy, CA*

*Feb 2024 - Aug
2024*

- Managed front-desk sales and customer interactions, helping shoppers identify products that best fit their needs.
- Handled store operations independently during shifts, demonstrating reliability, problem-solving, and sound judgment.
- Opened and closed the store, maintained facility cleanliness, and supported a professional, customer-ready environment.

Assistant Coach | *Big Valley Water Polo, Stockton, CA*

Oct 2020 - 2023

- Helped lead practices and motivate young athletes, building communication, leadership, and team-development skills.
- Created a positive and organized environment while supporting practice flow, equipment setup, and athlete development.

Personal Swim Coach | *Private Clients, Tracy, CA*

*Summers 2022 -
2024*

- Delivered one-on-one coaching tailored to each swimmer's goals, strengthening interpersonal communication and client-focused instruction.
- Built confidence and accountability through individualized feedback, encouragement, and performance support.

MARKETING & MANAGEMENT SKILLS

Customer engagement & relationship building • Sales support & product recommendation • Leadership & team training • Store operations & key holder responsibilities • Cash handling & register balancing • Inventory support & merchandising • Verbal communication • Time management & organization