

Karen Artabasy

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EXPERIENCE

Erin Condren Design ■ 2016-present

Head of Operations ■ February 2023- present

- *Managed* the production facility and team that fulfills online and wholesale orders for Erin Condren
- *Saved* 57% in labor in 2023 compared to 2022
- *Improved* physical inventory results from a 2.58% of sales adjustment in 2023 to a -.33% of sales adjustment in 2024
- *Implemented* a process of coiling books on demand that saved over \$120K in labor and allowed cross-functional teams to increase our product assortment
- *Collaborated* cross-functionally with the catalog and development teams to improve systems that resulted in more efficient and accurate processing of customer orders

Head of Training, Culture, & Retail ■ March 2022 - February 2023

- *Developed and facilitated* strategic skill set training of communication, coaching, delegation, and change management skills to managers
- *Strategized and executed* changes to impact communication and engagement based on employee feedback
- *Provided* leadership coaching to managers to improve strategic and tactical skill sets
- *Improved* communication transparency by creating agendas, prepping presenters, and managing monthly all-hands calls
- *Supported* inclusion initiatives by having corporate communications translated for Spanish-speaking employees (35% of the workforce)
- *Managed* communication and training around goal setting and performance appraisal processes
- *Responsible* for strategy, operations, and results of Erin Condren retail stores

Director of Retail Stores ■ August 2016 - March 2022

- *Opened* four retail locations in 2 years across the United States
- *Played* a crucial role in the store design process
- *Designed and implemented* all operational processes and systems
- *Created and implemented* all training programs for orientation, guest experience, POS, production, CRM, and product knowledge
- *Responsible* for retail division forecasting and budgets
- *Scored* a 63 NPS for EC retail stores in 2021, which was the highest out of three divisions (Ecomm, Wholesale, and Retail)
- *Managed* additional responsibilities outside of this role, including a corporate gifting pilot project, training for the production team, event planning for brand presence at a 1300-person planner conference, one-on-one leadership coaching for the production team, the company goal-setting process, the company performance appraisal process, updating department competencies for performance appraisals, and an employee Holiday gift project

BCBG Max Azria ■ April 2015 - August 2016

- *Oversaw* 12 stores with \$12M in revenue across 4 states
- *Strategically managed* sales, profitability, people development, visual presentation, and the operational efficiency of each store
- *Communicated, supported, and implemented* corporate directives

EXPERIENCE CONTINUED...

Puma, North America 2004-2015

District Manager ■ April 2009 - April 2015

- *Oversaw* 18 stores with \$55M in revenue across ten states
- *Strategically managed and promoted* the sales culture within the district to achieve or exceed sales, KPIs, and profitability goals
- *Opened* 15 new outlet stores
- *Trained* five District Managers
- *Facilitated* global training programs for new Store Manager groups of 30 participants and at Store Manager Meetings with 150 participants
- *Led* task force to develop tools for global customer experience program in 2007 and 2014
- *Promoted* an Area Manager under my leadership to a District Manager position

Puma, North America 2004-2015

Area Manager ■ March 2007 - April 2009

- *Oversaw* four stores with \$4M in revenue in Hawaii
- *Opened* two new full-price stores
- *Trained* five Store Managers

Store Manager ■ April 2004 - March 2007

- *Managed* two retail stores and was responsible for sales results, operations, hiring, training, and visual merchandising (San Francisco, 2006-2007 and Aurora, IL, 2004-2006)
- *Opened* three new retail stores
- *Trained* four Store Managers
- *Facilitated* sales training outside of the home store

EDUCATION

Michigan State University ■ East Lansing, Michigan

- *Bachelors of Arts* in Marketing
 - *Masters of Arts* in Educational Technology
- Expected graduation - May 2024

SOFTWARE EXPERIENCE

