

CHELSEA BEELER

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PROFILE

Highly adaptable Operations Manager with 9+ years of experience building processes and maximizing efficiency in luxury industries. Solution-oriented with proven ability to execute complex projects from start to finish.

EXPERIENCE

Hodinkee, New York, NY

Retail Operations Manager, April 2023 – August 2023

- Advised and partnered with executive-level stakeholders on the planning and execution of the company's first permanent retail location (expected to open in 2024), including eight month period spanning previous role
- Led weekly vendor meetings with a team of 20+ external partners to resolve roadblocks, establish timelines, and manage budgets in alignment with company expectations
- Collaborated closely with design firm, architect, and builder to ensure renderings and floor plans appropriately reflected brand identity and executive feedback
- Garnered consistent, unsolicited praise from company leadership for proactively identifying risks and presenting thoughtful solutions
- Navigated complex application processes, successfully obtaining approval to build desired storefront in a landmark-designated neighborhood
- Opened temporary, cost-neutral retail location – Hodinkee Suite – to drive in-person sales and test proof of retail concept in H2 2023
- Partnered with strategically leveraged in-house resources to furnish temporary retail location, upholding visual consistency with the company's brand guidelines
- Partnered with Commercial team to determine compelling inventory selection based on data analysis of consumer trends
- Managed retail inventory lifecycle, working cross-functionally with Logistics and Merchandising teams to transport product and ensure locations and quantities were accurately reflected across stock-keeping systems
- Implemented POS system for Sales team, streamlining the ability to accept in-person and split payments, resulting in \$100k+ incremental revenue within first 2 months

Business Operations Manager, January 2022 – April 2023

- Served as Project Manager for the company's first retail initiative, well beyond Business Operations Manager job description
- Oversaw operations at two office locations – New York and Atlanta – owning all vendor relationships and ensuring high-level maintenance requests and employee concerns were addressed and resolved quickly
- Hired and managed a team of two coordinators to oversee day-to-day office administration, defining clear responsibilities and establishing foundations for success
- Vetted and hired dedicated IT Manager, decreasing strain on HR team and improving response times to employee support requests
- Took charge of corporate insurance relationship, proactively establishing increased coverage as needed and ensuring annual policy renewals accurately reflected changing business priorities
- Designed and built People Portal website, increasing visibility across the organization and improving HR efficiency due to decrease in employee resource inquiries

Operations Specialist, January 2020 – January 2022

- Spearheaded technology integration after acquisition of Crown & Caliber, resulting in the successful consolidation of 5+ major systems – including email, Slack, and Dropbox – for 150+ employees
- Cut IT costs 38% by reconfiguring the company's approach to ongoing employee needs and implementing a process to manage support requests in-house
- Optimized personnel acquisition workflows, enabling HR team to recruit, interview, and onboard 100+ new hires with increased efficiency
- Researched and implemented workplace management software aligned with the company's return-to-office plans, identifying and communicating updated health and safety guidelines to employees and guests

- Served as culture ambassador by launching an internal newsletter and leading DEI initiatives, resulting in increased employee satisfaction and connection to the company’s mission, vision, and values

Office Coordinator, June 2018 – January 2020

- Acted as administrative point person for high-growth company, providing luxury service experiences for all employees and guests
- Seamlessly executed office migration for 40+ employees, supervising tech buildout and workspace planning
- Built reputation for taking on new projects and driving them to success, such as facilitating the company’s 10th Anniversary Weekend – an event that garnered 1,200+ attendees and received widespread praise from the horological community
- Became go-to team member for streamlining processes such as shipping, insurance, and supply requests, increasing day-to-day efficiency and earning promotion to Operations Specialist

Phillips Auctioneers, New York, NY

Bids Coordinator, May 2017 – June 2018

- In first month, facilitated 200+ absentee, telephone, and online bid registrations, quickly learning the department’s complex processes
- Demonstrated ability to work under pressure by promptly fielding time-sensitive requests from colleagues and clients on hectic sale days
- Analyzed auction results and generated monthly reports for company executives to track sales success

Indiewalls, New York, NY

Sales Representative, February 2016 – March 2017

- Drove revenue by rendering art consulting services for 10 high-end commercial real estate projects, organically growing a network of 50+ clients
- Advised clients on concept design and oversaw all aspects of artwork production and installation in accordance with timeline and budget expectations
- Communicated client feedback to Product team and worked in tandem to improve overall user experience

JKL Worldwide, Brooklyn, NY

Sales Administrator / Registrar, February 2015 – November 2015

- In first 3 months, built and managed a robust client database, providing the Sales team with crucial intelligence to drive revenue
- Demonstrated initiative by networking with clients, thereby growing the company’s book of business
- Supervised operations for all private viewings and post-sale shipping, promptly addressing client needs while prioritizing discretion

Tracy Williams, Ltd., New York, NY

Gallery Assistant / Registrar, February 2014 – February 2015

- Oversaw gallery operations for 7 exhibitions and opening receptions, effectively planning schedules, creating budgets, and managing vendor relationships
- Overhauled the gallery’s inventory database (1,000+ artworks), meticulously reconciling all location and condition updates to improve data accuracy

EDUCATION

New York University, New York, NY

B.A., Individualized Study

Concentration in Framing Culture; Minor: Art History

HONORS

University Honors Scholar, Founders’ Day Award

New York University

SKILLS

- Mac OSX and Windows fluent
- Google Workspace expert
- Microsoft 365 expert
- Adobe Creative Cloud proficient (advanced Photoshop skills)