

Alexandra Warren

Reno, Nevada, United States

Email: awarren@venturesite.com | LinkedIn: [linkedin.com/in/alexandrawarren-](https://www.linkedin.com/in/alexandrawarren-)

SUMMARY

Business student with retail and merchandising experience in outdoor and sporting goods, interested in entry-level opportunities in packaging design and product presentation. Skilled at observing how customers interact with products on the shelf, explaining product features and specs in clear language, and supporting visual displays that make it easy to find the right gear.

SKILLS & STRENGTHS

- Communication and customer education
- Visual merchandising, signage, and in-store displays
- Understanding of outdoor/sporting goods product categories and specs
- Multitasking and staying organized in fast-paced environments
- Patience and problem-solving with diverse customers

EXPERIENCE

Scheels – Bike Specialist

Aug 2025 – Present

Sports Basement – Retail Salesworker

Nov 2022 – Jun 2025

- Worked year-round in ski and summer rentals as a Certified Rental Ski Technician, assisting with ski and snowboard fittings using the Wintersteiger system and managing high-volume rental lines during peak season.
- Cleaned and maintained gear for camping, water sports, biking, tennis, and pickleball, ensuring products were ready to use and organized for easy selection.
- Provided personalized gear recommendations based on activity, experience level, and customer preferences, translating technical specs into simple, customer-focused language.
- Processed point-of-sale transactions, returns, gift cards, and customer inquiries while remaining accurate and professional during busy periods.
- Designed signage and product displays to support seasonal campaigns and kept merchandise restocked and organized to maintain visual standards and enhance customer engagement.
- Offered guidance on technical outdoor gear, including packs, climbing equipment, and skis/snowboards, helping customers compare features and choose appropriate setups.
- Advised on apparel and footwear based on terrain, activity, weather, and orthopedic needs; provided fit and layering recommendations while staying informed about new product launches and promotions.
- Handled tennis racket intakes and assisted customers in choosing equipment for both recreational and competitive play in the team sports department.

LEADERSHIP & CAMPUS INVOLVEMENT

- Diablo Valley Rotaract – Media Producer | Jan 2024 – Jun 2024
- Future Business Leaders of America (FBLA) – Social Affairs Project Lead | Feb 2024 – May 2024
- Future Business Leaders of America (FBLA) – Officer | Oct 2023 – Dec 2023

EDUCATION

University of Nevada, Reno

Business major (in progress)

Diablo Valley College

Coursework in Business/Commerce, General