



Mila Aguirre

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SUMMARY

Enthusiastic retail professional with over 2 years in customer service and store operations. A strong commitment to deliver outstanding customer experiences drives actions daily. Collaborative efforts played a key role in fostering team communication, leading to improved performance and satisfaction in-store. Skilled at maintaining an inviting shopping environment through effective merchandising techniques. Practical familiarity with cash registers has been cultivated during previous roles, ensuring smooth checkout processes. Prepared for the fast-paced demands of retail, eager to contribute to organizational success.

EDUCATION

Bachelor's Degree in Business Administration

South Dakota University GPA: 3.8

2025

Brookings, SD

Coursework: Marketing Principles, Retail Management, Consumer Behavior, Business Analytics

TECHNICAL SKILLS

- **Retail Management Software:** Square, Shopify, Vend
- **Data Analysis Tools:** SPSS, Microsoft Excel, Tableau
- **Design Applications:** Figma, InVision, Adobe XD
- **Communication Platforms:** Slack, Zoom, Microsoft Teams
- **Point of Sale Systems:** POSitive, Revel, Toast POS
- **Inventory Tracking Systems:** Fishbowl, TradeGecko, Cin7
- **Project Management Tools:** Asana, Trello, Monday.com
- **Survey Tools:** Google Forms, SurveyMonkey, Qualtrics
- **Statistical Software:** IBM SPSS, R, SAS
- **Presentation Software:** Microsoft PowerPoint, Google Slides, Prezi

SKILLS

- Cash Register Software
- Inventory Management
- Customer Engagement
- Data Analysis
- Retail Merchandising
- Sales Strategies
- Team Communication
- Market Research
- Usability Testing
- Collaboration Tools
- Public Speaking
- Quantitative Analysis
- Presentation Design
- Branding Techniques
- Software Proficiency

EXPERIENCE

University Project

January 2026 – May 2026

Retail Operations Simulation

Sioux Falls, SD

Led a project that simulated intricate retail operations while focusing on optimizing customer service and inventory management. Collaborated closely with peers to design a strategic mock store layout with enhanced product promotions. Undertook comprehensive market research to align merchandise with customer preferences, thereby increasing engagement. Presented analytical findings effectively, receiving commendation for insights into operational efficiencies. Employed advanced data analysis tools to refine sales tracking methods.

- Facilitated development of a retail simulation reflecting real-world dynamics.
- Designed engaging store displays aimed at maximizing customer interaction.
- Completed thorough market analyses to tailor merchandise offerings.
- Worked collaboratively with classmates to refine pricing based on detailed feedback.
- Communicated carefully curated insights with faculty during project presentations.
- Utilized tools like Microsoft Excel for detail-oriented data assessments.

Hackathon Team Member

March 2026

Customer Experience Enhancement

Remote

Contributed as part of a diverse team focused on innovating retail customer experience solutions during a high-pressure, 48-hour hackathon setting. Created a prototype app designed to streamline the shopping journey with direct user inputs. Engaged in iterative testing with end-users, reinforcing design decisions based on practical feedback. Successfully pitched the final product to industry judges and earned recognition for its

- functionality and creativity.
- Collaborated intensively with members to brainstorm innovative retail solutions.
 - Developed a prototype app enhancing customer interaction opportunities.
 - Conducted thorough usability tests with peer users to inform iterations.
 - Sourced creative input from teammates to enrich the final presentation.
 - Presented case study showcasing positive outcomes from targeted design decisions.
 - Leveraged software such as Figma and InVision for design authenticity.

Academic Research

September 2025 – December 2025

Consumer Behavior Study

Sioux Falls, SD

Executed a detailed research endeavor analyzing retail consumer behavior trends, providing actionable insights on purchasing patterns and influences. Succeeded in gathering significant data via well-structured surveys and interviews which offered clarity on customer motivations. Collaborated actively with research associates to compile important report findings, followed by detailing analytics and revelations to senior cohorts at a student conference.

- Administered extensive surveys targeting various demographic habits.
- Analyzed responses using SPSS, ensuring robust statistical accuracy.
- Synthesized findings into coherent reports outlining critical insights.
- Showcased research at major conferences, fostering academic dialogue.
- Streamlined collaborative efforts to meet strict timelines during compilation stages.
- Received client appreciation based on insightful presentation delivery.

LEADERSHIP & AWARDS

- Received Outstanding Team Collaboration Award at university's annual gala in 2025 for roles in group projects.
- Acknowledged with the Dean's List award for exceptional scholarly performance during multiple semesters.

CERTIFICATIONS

- CPR Certification  2025
- First Aid Training Certification  2025

PROFESSIONAL AFFILIATIONS

- Member of the Retail Management Society fostering knowledge exchange and networking.
- Participated in local volunteer initiatives promoting community engagement and support.

LANGUAGES

- English (Native)
- Spanish (Proficient)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST