



ERICH LIPNER

BUSINESS MARKETING | BRAND EXPERIENCE | RETAIL LEADERSHIP

SUMMARY

Business Marketing graduate and retail leader with progressive fashion-retail experience spanning promotional execution, customer acquisition, visual communication, performance tracking, brand standards, and team leadership. Creative and analytical perspective supported by Canva, localized Instagram content management, marketing coursework, and recognized photography work.

CONTACT

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EDUCATION

Nassau Community College
Garden City, NY

Associate in Applied Science (A.A.S.)
Business Marketing | 2026

Dean's List, Fall 2025
Recent Academic GPA (2025–2026): 3.20

CORE SKILLS

Marketing & Promotional Execution
Customer Acquisition
Marketing Collateral Creation
Brand Standards
Visual Merchandising
Canva
Instagram Content Curation & Management
Performance & Productivity Tracking
Customer Experience
Team Leadership & Coaching
Microsoft Word
Microsoft PowerPoint

SELECTED COURSEWORK

Marketing Management
Consumer Motivation / Buyer Behavior
Marketing Research
Principles of Advertising
Principles of Sales
Principles of Retailing

AWARDS & RECOGNITION

Scholastic Art & Writing Awards
Gold Key, Photography | 2019
"Nice, France" — Region-at-Large
Honorable Mention, Photography | 2019
"Alleys"

PROFESSIONAL EXPERIENCE

J.CREW FACTORY — New Hyde Park, NY
Assistant Store Manager | October 2025–Present

- Ranked as the #1 selling manager in the store for Q1 2026, demonstrating strong individual sales performance and customer engagement.
- Design and execute employee engagement campaigns and visual communications, using themed competitions and incentives to drive sales productivity and customer credit acquisition.
- Support execution of store promotions, visual updates, customer acquisition initiatives, and brand standards in a high-touch fashion retail environment.
- Track associate and store performance metrics to identify opportunities, communicate goals, and support productivity and customer engagement.
- Lead, coach, and develop associates on customer experience, promotional messaging, operational standards, and performance objectives.

J.CREW FACTORY — Oceanside, NY
Sales Associate, Part-Time | February 2025–October 2025
Seasonal Assistant Store Manager, Part-Time | October 2024–February 2025

- Progressed through seasonal leadership and associate roles before returning to J.Crew Factory in a permanent Assistant Store Manager position at a different location.

ANN TAYLOR FACTORY — Oceanside, NY
Sales Lead | February 2025–October 2025

- Supported daily sales-floor leadership, customer experience, promotional execution, and team performance in a fashion retail environment.
- Coached associates and helped maintain visual, service, and operational standards while supporting business objectives.

AMERICAN EAGLE — Valley Stream, NY
Sales Lead | May 2024–October 2024

- Led customer-facing floor operations, supported associates, and executed merchandising and promotional priorities.

EXPRESS — Oceanside, NY
Sales Lead | 2022–2024 • Sales Associate | 2019–2022

- Promoted from Sales Associate to Sales Lead, taking on increased responsibility for customer experience, team support, merchandising, and daily store execution.
- Created and managed a store-level Instagram presence, curating brand content and producing original in-store photography and promotional posts to showcase merchandise, new collections, and local store information.