

PASSA HARRISON

NYC-based | Open to Travel | Remote-Friendly | 360-606-2538

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CUSTOMER SUCCESS • WHOLESALE SALES • ACCOUNT MANAGEMENT • CUSTOMER EXPERIENCE

SUMMARY

Customer Success and Wholesale Sales professional with 10 years across consumer goods, independent retail, and customer-focused roles. I've managed 1,400+ wholesale accounts at Tattly and built a 4,486-lead wholesale pipeline for Conscious Ink through relationship-based selling, prospecting, and CRM/data management. I enjoy turning customer feedback and data into targeted outreach, process improvements, and opportunities for growth.

CORE SKILLS & EXPERTISE

Wholesale Account Management | Customer Success & Retention | Business Development | Prospecting & Outreach | Showroom & Trade Show Sales | Merchandising & Product Presentation | Rep Group Support | CRM & Data Hygiene | Process Improvement | Email Campaigns & Reporting | Cross-Functional Collaboration | Team Mentorship

Tools & Systems: Salesforce, Zendesk, NetSuite, Faire, MarketTime, Brandboom, Klaviyo, Help Scout, Excel, Microsoft Office, Outlook, Google Workspace

PROFESSIONAL EXPERIENCE

CONSCIOUS INK | New York, NY

April 2026 – Present

Wholesale Sales & Business Development Consultant (Contract)

- Built and maintained a ~4,486-lead wholesale pipeline, conducting research-driven cold outreach across gift, lifestyle, wellness, hospitality, tattoo, and specialty retail.
- Built sales operations infrastructure and reconciled outreach, customer, and Shopify order data across ~3,700 customer records; maintained follow-up visibility across 264 active accounts.
- Analyzed revenue and pipeline trends to support contract strategy; trailing weekly revenue average increased from ~\$466 to ~\$727 during the engagement.
- Grew Faire retailers reach from ~120 to 1,000+ contacted accounts through research-driven prospecting; supported wholesale email campaigns reaching ~1,200 contacts with 30–41% open rates.
- Translated retailer feedback into merchandising recommendations, including a new 18-style pegboard spinner display, clearer product education, staff pitch scripts, and proactive 30–45 day account follow-up.

TATTLY (ACQUIRED BY BIC) | New York, NY

January 2024 – February 2026

Customer Success & Wholesale Account Manager

- Managed 1,400+ active indie wholesale accounts as primary contact for ordering, reorders, promotions, catalogs, account support, and retention.
- Represented the brand at Shoppe Object, Dallas Market Center, Atlanta Home & Gift, and additional U.S. and Canadian trade shows; supported showroom setup, visual merchandising, and order capture.

- Processed wholesale orders through Faire, MarketTime, and Brandboom using NetSuite; built tracking systems to ensure follow-ups, orders, and customer requests were not missed.
- Maintained relationships with external sales rep groups and created monthly performance reports covering goals, wins, and opportunities.
- Used NetSuite reporting to identify lapsed accounts, promotional opportunities, and ordering trends; executed targeted outreach and helped sustain Faire Top Shop status.
- Contributed to 10%+ year-over-year growth, outperforming peer brands within BIC's Skin Creative division.

HERMAN MILLER / KNOLL / FULLY | Portland, OR

September 2020 – December 2023

Customer Service Specialist

- Supported 750+ customers monthly across warranty, pre- and post-order, shipping, and product inquiries, owning issues through resolution.
- Documented customer interactions in CRM, identified service trends for leadership, and contributed to process improvements.
- Trained and mentored 10+ team members on brand identity, warranty/service, onboarding, and service quality standards.

PASSA FLORA | New York, NY

November 2022 – Present

Founder

- Operate a direct-to-consumer art and design brand specializing in silk scarves, paintings, prints, and original artworks.
- Manage customer communications, order fulfillment, POS, shipping logistics, vendor relationships, and email/social marketing.

HOUSE OF FLORA | USA

April 2016 – Present

Founder & Community Leader

- Founded and led a nationally recognized ballroom dance collective focused on creative expression and community care.
- Produced 14 large-scale events for 200–1,500 attendees with \$2.5K–\$15K budgets; mentor ~24 active members through training, coordination, and leadership development.

RUBY VIRTUAL RECEPTIONISTS | Portland, OR

January 2017 – December 2018

Receptionist

- Managed high-volume inbound calls for up to 200 clients while maintaining accurate notes and instructions in a fast-paced environment.

EDUCATION

Clark College — Pre-Nursing | Portland Community College — Graphic Design