

COOKIE DASH, CID

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Strategic National Sales Director | Business Development Manager

Interior & Industrial Design | Procurement FF&E | Project Management | Communication | Leadership | EQ Focus

As a dynamic sales strategist and trusted advisor, I develop impactful connections and foster relationships to increase profitability. I am known for my successful project management and innovative designs, identifying challenges, and collaborating to move projects forward and ensure stakeholders' satisfaction.

PROFESSIONAL EXPERIENCE

Ric Nora, AIA Studio Los Angeles, CA

4/2020-Present

Interior Designer & Project Manager

Properties 1,750 SF - 3,500 SF

Budgets \$500,000 - \$1.2M

Integrate architectural and design concepts with project management skills for new and renovated properties. Specialize in creating functional and aesthetically pleasing spaces for workplaces and residential properties.

Sales Results:

- Attained a **97%** client engagement compliance and approval of design & specifications.
- Achieved a **94%** efficiency in project management, ensuring adherence to scope, budget, and timelines.
- Significantly elevated property values by **35 - 45%**.
- Innovative conversion of residential spaces to integrate home office functionalities.

Skills: Pro Proficient in Excel, CRM, Mac OSX, Developing in Microsoft Project Management

Construction Grove Los Angeles, CA

10/2016 - 3/2020

Interior Designer, Project Manager & Construction Site Supervisor

Properties 1,500 SF - 3,000 SF

Budgets \$250,000 - \$1.0M

Offered diverse expertise utilizing interior design, FF&E, project management, and construction site supervision to ensure organizational success.

Sales Results:

- Residential new construction & renovations: attained a **95%** client engagement compliance and approval.
- Revitalized 12 vacant foreclosed properties through structural reinforcement and comprehensive renovations.
- Generated a notable increase in property values ranging from **45% - 55%**.

Successful Team Management:

- As a team leader, fostered a collaborative and supportive work environment within a diverse team.
- Effectively led a team of subcontractors and vendors, ensuring a high level of compliance at **94%**.

Strategic Operations:

- Proven expertise in strategic purchasing, optimizing cost-effectiveness without compromising quality.

Successfully introduced and elevated Symmons commercial plumbing valve technology, to a range of high-profile clients, directly increasing organizational profitability and growth. My expertise as a designer allowed me to articulately express the benefits of implementing customized plumbing products. (Decorative showers, faucets, accessories.)

Sales Results:

- Presented and launched brand of custom decorative plumbing products, increasing sales **500%** from **\$700,000 to \$4.2M** over 9 years.
- Sales territory: 9 cities in 7 states focused on national hotel flags, developers, real estate investment firms, hospitality designers & multi-unit residential properties.

Strategic Success:

- Earned a **\$1.4M** Marriott sale; presented the customized options to decision makers earning Symmons Design Studio the opportunity for national distribution, converting the first brand in the CFRST properties.
- Collaborated with Disney executives to secure a **\$1.2M** sale for the Shanghai Disney Resort through customized offerings.
- Collaborated with DDL/MEP, presenting and offering complete custom design in a variety of commercial quality finishes for Ritz Carlton Residences Waikiki Beach resulting in a substantial **\$1.3M** package (condo purchase cost 650,000 – 3.8 M).
- Increased demand and customized sales by converting custom products to stock products to reduce ship time, minimum order quantity, and cost of fittings. This strategic move contributed to a remarkable **85%** increase in revenue.

Other Notable Clients:

- MGM Resorts, Disney, Kimpton Hotels, Wynn, Four Seasons, Marriott, Fairmont, Dorvin D. Leis, KHP Capital Partners, JMI Realty
- AEG Worldwide, Gensler, Leo A Daly, Belecó, Kirk Nix Design, Hirsch Bedner Associates, TAL for Richard Branson Lanai Resort

Communication, Collaboration and Teamwork:

- Earned approval for Design Studio packages with **85%** of clients.

EDUCATION

UCLA Extension Los Angeles, CA
Certificate in Project Management

- Leadership, Emotional Intelligence, Project Planning, Quality Control, Risk Analysis & Mitigation, Construction Management

UCLA Extension Los Angeles, CA
Networking & Sales Strategies: Locating, Identifying & Qualifying Prospects, Branding & Marketing, Presentation, Storytelling

UCLA Extension Los Angeles, CA
Certificate in Production Design & Art Direction • Introductory & Developmental Psychology

Syracuse University Syracuse, New York
Bachelor of Fine Arts, Interior Design • College of Visual and Performing Arts • Interior, Industrial & Environmental Design

Parsons School of Design New York • **The New School** New York • Architecture & Professional Practices