

NATALYA PUGH

BUSINESS ADMINISTRATION ASSOCIATE

267-621-1506 | Npugh922@gmail.com | Philadelphia, PA

I am a dynamic and results-oriented professional with extensive experience in business operations, team leadership, and strategic growth. I am known for my ability to optimize workflows, drive operational efficiency, and deliver measurable results. With a proactive and data-driven approach, I excel at solving complex business challenges. I am passionate about leveraging my skills to promote organizational success and long-term profitability.

AREAS OF EXPERTISE

Business Operations | Process Optimization | Team Leadership | CRM Systems | Inventory Management | Strategic Planning | Workflow Improvement | Customer Engagement | Data Analysis | Regulatory Compliance | Social Media Management | Budget Oversight | Training & Development | Digital Marketing | Community Engagement

TECHNICAL SKILLS

Microsoft Office Suite | Google Workspace | Slack | Salesforce | HubSpot | Trello | Asana | Canva | Lucidchart | Miro | Google Data Studio | Google Analytics | Calendly | Outlook & Google Calendars |

EXPERIENCE

Founder/Owner | May 2024–Present

Manifest Canna, LLC | Philadelphia, PA

- Built and managed an educational platform focused on cannabis knowledge, leveraging content creation and SEO strategies to drive engagement.
- Implemented SEO techniques, increasing website traffic by 25% month-over-month and boosting brand visibility.
- Designed and executed email marketing campaigns, achieving a 20% open rate and 5% conversion rate, enhancing customer outreach and retention.
- Streamlined business operations using project management tools like Trello and Asana, improving task completion rates by 15%.
- Conducted market research and analyzed customer feedback to refine services, increasing customer satisfaction and loyalty.

Sales & Service Supervisor | June 2023–August 2024

New York Sports Clubs | Philadelphia, PA

- Directed membership operations, processing 150+ memberships monthly with 98% accuracy using CRM software.
- Exceeded monthly sales goals by 20% through strategic client outreach, upselling services, and personalized engagement strategies.
- Participated in weekly Zoom meetings with district supervisors and managers to review sales performance, share best practices, and align operational goals across locations.
- Participated in new member acquisition efforts, increasing memberships during traditionally slower sales cycles.
- Developed and implemented staff training programs on customer service techniques and operational efficiency, boosting team performance.
- Streamlined workflows by identifying bottlenecks and reducing membership processing times by 10%.

Customer Consultant | September 2022–February 2023

PharmaCann | Chester, PA

- Ensured 100% regulatory compliance by verifying patient eligibility and maintaining accurate documentation in CRM software.
- Boosted average purchase value by 10% through personalized product recommendations and education on cannabis benefits.
- Conducted one-on-one consultations to educate patients on product usage, driving customer satisfaction and repeat business.
- Collaborated with the dispensary team to address customer concerns, improving overall service delivery.
- Maintained meticulous data entry and reporting, ensuring seamless integration with compliance systems.

Assistant Manager | June 2016–September 2018

TCBY Frozen Yogurt | King of Prussia, PA

- Directed daily operations, including staff scheduling, cash handling, and inventory management, ensuring smooth business operations.
- Designed and implemented customer service initiatives that increased satisfaction ratings and repeat business.
- Participated in weekly in-person meetings with store manager and owner to discuss sales strategies, inventory updates, and upcoming marketing initiatives.
- Enhanced inventory tracking processes, reducing product waste by 15% and improving cost efficiency.
- Trained and mentored team members, increasing retention rates and preparing employees for internal promotions.

Senior Game Advisor | August 2014–June 2016

GameStop | Philadelphia, PA

- Executed marketing campaigns and set up promotional displays for game launches and sales, driving customer engagement and revenue.
- Assisted store management in optimizing operational workflows, reducing customer wait times by 10%.
- Participated in weekly district phone calls with store managers and supervisors to discuss sales strategies, inventory updates, and upcoming marketing initiatives.
- Trained new hires on customer service techniques, operational policies, and product knowledge, enhancing team productivity.
- Oversaw inventory control, ensuring proper stock levels and alignment with promotional efforts.

CERTIFICATIONS

Digital Marketing & E-Commerce | November 2024–Present (In Progress)

Google & Coursera

Cannabis Compliance Training | November 2024–Present (In Progress)

St. Joseph's University & Green Flower Media

EDUCATION

Associate's Degree in Business Administration | January 2025–Present (In Progress)

Montgomery County Community College

- Coursework includes leadership, project management, organizational behavior, and business operations strategies.