

MICHELLE HONER

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EDUCATION

The Ohio State University | Columbus, Ohio

Bachelor of Science, Human Ecology | Textiles and Clothing: Clothing Design Major

CAREER

Seasoned professional with over 30 years of diverse experience; 17 years in design and production management in New York City and 16 years in luxury retail and sales leadership. Starting in 2009, my mother and I ran our family business, Lady M Ltd., and acquired Paper Occasions, a custom wedding invitation & bridal boutique in Historic Dublin. Together we celebrated life's most meaningful moments with our clients. Joining Diamond Cellar in 2016 as the Store Manager of Store5a, I grew my career in the luxury space as a Jewelry & Watch Professional. Carrying forward my passion at a family owned and operated company, I have the opportunity each day to work one-on-one with clients to match their style and story with timeless pieces.

PROFESSIONAL EXPERIENCE

Diamond Cellar | Dublin, Ohio

August 2019 - Present

Sales, Jewelry & Watch Professional

- Consistently achieve annual sales exceeding \$1.5 million for a premier family-owned jewelry retailer specializing in loose diamonds, fine jewelry, and luxury timepieces from renowned brands.
- Initiate and cultivate relationships with high-net-worth individuals by engaging with clients on the sales floor, delivering personalized experiences, and driving them through the sales pipeline with a focus on rapport-building, active listening, and empathy.
- Manage lead generation and outreach to new and existing clients through personalized communication (text, email, phone), driving lifetime client loyalty and repeat business, resulting in over 50% of sales from returning clients and expanding the customer base.
- Utilize CRM systems i.e. DCRM/Pipedrive/Podium, to track client data, maintain accurate documentation, and ensure seamless follow-up to drive business development and meet sales objectives. Participate in our luxury brand training in-store, off-site and online to enhance product knowledge and sales skills.
- Assist and engage clients during high-profile events to deliver personalized service, presenting luxury brand collections, and driving sales through relationship-focused engagement.
- Collaborate with buyers, jewelers and external vendors to align client needs with product offerings, showcasing expertise in understanding high-net-worth individuals' preferences and securing their trust.

Store 5a, division of Diamond Cellar | Columbus, Ohio

October 2016 – August 2019

Store Manager & Sales Manager at Easton

- Directed sales efforts for nation's largest pre-owned luxury jewelry and accessory store, managing a team to consistently exceed individual and store-wide sales goals, demonstrating strong leadership and a proven ability to drive business performance.
- Managed daily store operations, including inventory control, POS systems, and bid-to-buy check writing, ensuring smooth and efficient processes.
- Built trust-based relationships with clients through personalized communication (text and handwritten thank you notes) and exceptional service, resulting in strong customer retention, repeat sales, and outstanding customer reviews.
- Implemented successful sales strategies and new outreach methods including proactive phone and email follow-ups to drive client engagement and conversion.
- Proficient in CRM and store systems including POS, Microsoft Outlook, and Excel, with a strong focus on keeping accurate customer records and tracking sales activity to support future business growth.
- Earned GIA (Gemological Institute of America) Accreditation as a Jewelry Professional, with specialized training in Diamonds, Jewelry, and Colored Stones Essentials.

Entrepreneur and Owner

- Owned and operated a boutique specializing in custom wedding invitations, stationery, and bridal attire, overseeing all aspects of the business—including sales, client relations, design, marketing, payroll, and inventory—while demonstrating strong entrepreneurial drive and sales acumen in a highly competitive market.
- Grew a loyal client base through personalized consultations and premium service, earning The Knot Best of Weddings award for three consecutive years based on outstanding customer reviews and overall client satisfaction.
- Enhanced in-store and online sales by providing one-on-one consultations, product sample visualization, timely follow-ups, and personalized product delivery, creating premium client experiences.
- Redesigned brand identity and launched new digital channels, expanding visibility and successfully driving online retail sales.
- Developed and executed targeted marketing campaigns to reach new clients and expand market presence across local and online channels.
- Built long-term client relationships through exceptional service and personalized experiences, fostering loyalty, repeat business, and increased brand recognition.

FASHION INDUSTRY EXPERIENCE

Reem Acra | New York, New York

April 2006 - July 2007

Production Manager

- Oversaw the end-to-end production of bridal gowns ensuring timely delivery of high-end quality garments for U.S. and European markets, reporting directly to the Designer/Owner & COO.
- Managed bridal production team, processed account orders, and provided guidance to the sales staff on production timelines and customer service inquiries.
- Developed relationships with domestic contractors, negotiated production costs, and sourced hand embroideries and silk fabrics from India and Italy.

Lazaro, a division of JLM Couture | New York, New York

July 1994 - March 2006

Assistant Designer & Production Manager

- Assisted Designer Lazaro Perez in developing bridal collections, from sketches to production samples. Supervised production and prepared cost sheets with wholesale price for collections in Microsoft Excel.
- Managed and oversaw the design room and pattern makers to ensure quality production and sourced fabric, lace, and hand embroideries from Italy and India.
- Collaborated with celebrity clients to design custom evening wear and bridal attire, delivering high-level bespoke services.
- Proposed and launched the “Best of Lazaro” trunk show, driving significant brand exposure and client interest.

Richard Glasgow, Inc. | New York, New York

January 1990 - July 1994

Assistant Designer & Production Manager

- Assisted Designer Richard Glasgow in designing and sketching designs for bridal collections, overseeing showroom sales and order processing.
- Managed department staff and operations and ensured high production standards.
- Prepared cutting tickets with detailed instructions for pattern makers to ensure precision in production.

Gorden’s Jewelers | Princeton, New Jersey

February 1991 - September 1991

Sales Associate- Part Time

- Recognized as the Top Sales Associate for achieving the highest monthly sales in a fine jewelry chain offering diamonds, gold, silver, gemstones, and luxury watches.

PROFESSIONAL AFFILIATIONS

The Ohio State University, Fashion & Retail Studies Advisory Board | Columbus, Ohio

The Ohio State University, Fashion & Retail Studies Guest Speaker | Columbus, Ohio

“Planning a Career for Life”, Shared career journey, advised students to set long-term goals, resume development, networking, and importance of lifelong learning and professional growth.

The House of Bianchi, The Ohio State University Design Internship | Boston, Massachusetts