

Elliott Owens

People Operations Leader | Human Resources | Employee Experience & Workforce Planning

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SUMMARY

I'm obsessed with the idea that a well-run business and a well-treated team aren't in tension, they're the same project. That is how I supported building a \$15M business unit with sub 6% turnover, and a 24% profit margin.

So, what can I actually do for a business? Hand me a team that's bleeding people, a process held together with duct tape, or a customer base that's quietly churning — and I'll find the root cause, build the system, and make the numbers move. I've done it in retail. I've done it running my own shop. I'll do it wherever you need it done.

PROFESSIONAL EXPERIENCE

Sephora *Seattle, WA*

People Operations Manager — Store Leadership | Mar 2021 – Jan 2026

- **6% YoY growth on \$15M in annual sales:** owned full-cycle people operations (talent acquisition, onboarding, performance management, workforce planning) for a 40+ person team, serving as the site's primary point of contact for corporate HR and regional leadership on policy rollout and program strategy.
- **Sub-6% turnover:** 3-4x below industry average, through onboarding, L&D, and performance-review programs I designed and ran from the ground up, built around structured 30-60-90 check-ins and peer-based training.
- **24% profit margin:** sustained through Tableau-driven workforce analytics, guiding payroll, labor budgeting, and staffing decisions with data instead of guesswork.
- **80%+ client satisfaction maintained through a full site remodel and tech transition:** led the people side of change management across operations, IT, and corporate HR, keeping the team steady while everything around them changed.
- **Consistent internal promotion pipeline:** identified and developed high-potential talent into a repeatable succession track, reducing external hiring need at the leadership level. Recruited and organized scheduling as needed for interviews and hiring.

Nordstrom *Seattle, WA*

Cosmetics Business Manager | Oct 2016 – Feb 2021

- **60% increase in average client transaction value:** built through service-excellence strategies and cross-functional partnership across the sales floor, turning one-time purchases into repeat relationships.
- **\$700K+ in combined annual revenue** (\$200K for a small cosmetic line, \$500K+ for a mid-size line): driven by creative event programming, targeted selling strategies, and an elevated client experience from first visit to repeat customer.
- **Sales unit adoption of a new digital tool:** led the rollout through one-on-one coaching and change management, turning a top-down mandate into a habit the team kept using.
- **Zero compliance issues managing client data** in a CRM platform, maintaining accuracy and privacy standards that supported personalized outreach without cutting corners.

Independent Contracting Services *Remote*

Freelance Brand & Communications Consultant — Remote Program Management | 2013 – Present

- Independently managed 12+ years of concurrent client engagements fully remotely, owning timelines, budgets, and stakeholder communication end-to-end from brief to delivery — the same autonomy, organization, and asynchronous coordination required for distributed HR program management.

- Delivered brand identity, visual communication, and marketing programs for clients across multiple time zones, building durable habits for async communication, self-directed prioritization, and remote stakeholder management.

CORE COMPETENCIES

People Operations & HR Strategy:

- Employee Relations & Engagement
- Workforce Planning & Headcount Strategy
- Succession Planning
- Change Management & Policy Compliance

Talent & Performance:

- Talent Acquisition & Onboarding (SuccessFactors, Eightfold, & Workday)
- Performance Management & Coaching
- Learning & Development Program Design
- Employee Retention Strategy

Systems & Analytics:

- HR & People Analytics (Tableau)
- Payroll & Workforce Scheduling (Dayforce)
- CRM Platforms

Distributed Collaboration:

- Remote & Cross-Site Stakeholder Management
- Asynchronous Program Delivery
- Cross-Time-Zone Coordination

EDUCATION

Seattle Pacific University *Seattle, WA*

Bachelor of Arts — Visual Communication Design

Minor: New Media & Social Media Marketing

ADDITIONAL

Languages: English (Native) | Spanish (B2.1 — conversational, actively developing)

Technical: HTML, CSS, JavaScript | Tableau | CRM Platforms | macOS, Windows, iOS, Android | Microsoft Office (Expert) | Google Suite (Intermediate)

Time Zone Flexibility: Global

Work Authorization: US citizen; available immediately for fully remote roles.