

**CUSTOMER SERVICE ▪ SALES AND MARKETING ▪ MERCHANDISING ▪ PROMOTIONS ▪ INVENTORY CONTROL ▪ P & L
STRATEGIC PLANNING ▪ EMPLOYEE TRAINING AND DEVELOPMENT ▪ TEAM BUILDING ▪ SUCCESSION PLANNING
RECRUITING ▪ QUALITY CONTROL ▪ VENDOR RELATIONS ▪ PAYROLL OPTIMIZATION ▪ BUDGET MANAGEMENT**

QUALIFICATIONS SUMMARY

Top-performing, highly-motivated, and results-oriented **retail management professional** with over 15 years of experience and an exceptionally strong track record of demonstrable success in multi-unit and big-box retail management. Honest, dependable, and dedicated self-starter with deep knowledge of business fundamentals and sales and marketing process, and a history of increasing sales by as much as 30% and reducing shrink by as much as 80%. Hands-on, motivational leader who has excelled at cultivating team-oriented environments and effectively training and developing staff to significantly improve morale and reduce turnover by as much as 52%. Innovative strategic thinker with proven expertise in developing and implementing outside-the-box merchandising, promotions, and marketing programs that increase customer traffic and drive sales volume. Astute fiscal manager adept at reducing expenses and optimizing payroll to achieve positive P & L results.

CORE COMPETENCIES

- Outstanding people skills to listen to & understand employee needs to achieve strong employee relations
- Excellent communication and interpersonal skills to easily cultivate effective professional relationships
- Able to effectively prioritize and manage multiple tasks simultaneously while meeting all deadlines
- Customer-service-focused and committed to achieving highest level of customer satisfaction
- Intelligent quick-study with very strong common sense and exceptional business acumen
- Computer-savvy with proficiency in Microsoft Word, Excel, PowerPoint, and Outlook

PROFESSIONAL EXPERIENCE

STORE, Phoenix, Arizona

10/07 – 9/08

GENERAL MANAGER

Directed all aspects of \$35M store operations including P & L, sales, payroll, & inventory control, consistently meeting all P & L, sales, payroll, & shrink budgets. Led team of 100 personnel, 4 assistant managers, and 9 department leads; and oversaw all personnel issues including recruiting, staffing, succession planning, training, morale, discipline, & evaluations. Established key relationships with local schools and businesses to generate revenue and drive customer traffic. Managed all aspects of inventory control, and ordered stock by department to ensure sufficient stock-on-hand for seasonal promotions and target customer demographics. Managed store opening and closing procedures. Investigated and controlled internal and external store theft.

- Reduced shrink from .47% to .17% in just 6 months by increasing employee morale, effectively training employees, enforcing standard operating procedures, and identifying and correcting internal-theft issues
- Collaborated with local business partners to develop and implement highly-successful special events and promotions, generating as much as \$60K in sales in a single four-hour event
- Re-merchandised entire store to meet customer demographics and shopping patterns, resulting in increase in accessory sales by as much as 24% in first month after re-merchandising
- Cultivated team-oriented environment, implemented quality hiring practices, and increased staff training, resulting in improved employee morale and decrease in employee turnover rate from 65% to 31%

BMC, Phoenix, Arizona

3/03 – 10/07

DISTRICT TERRITORY REPRESENTATIVE

Travelled among 120 account locations in Arizona, New Mexico, and Texas to conduct training classes, introduce new product offerings, and ensure compliance with plan-o-grams, policies, and procedures. Analyzed sales-volume and performance trends to identify opportunities for new products, promotions, or merchandising. Played integral role in new-store set-up process. Advised corporate office on plan-o-grams and store layouts. Trained all new sales associates in products, as well as in standard operating procedures.

- Used assertive account management and marketing to lead territory to rank second highest in sales volume nationwide in one product line
- Designed new merchandising fixture to display product, resulting in 30% sale increase and 5% reduction in damages; served as test market for fixture rolled out to entire West Coast

PROFESSIONAL EXPERIENCE (CONTINUED)

STORE, Arizona and California

9/92 – 4/02

STORE MANAGER

Directed stores with up to \$73M in annual sales volume and 330 personnel, managing all store operations, merchandising, marketing, and personnel functions. Reviewed P & L monthly with district manager and quarterly with vice president to ensure effective budget management, including effective cost control, payroll management, and overtime control. Oversaw succession planning, strategic staffing, and payroll optimization to ensure a balance between meeting customer needs and achieving payroll budgets. Selected to oversee lumber, building-materials, and garden departments for all Arizona stores; worked with merchants from corporate office to ensure correct product mix for target market. Conducted competitive shopping and established & maintained effective professional relationships with vendors to obtain new product information.

- Successfully opened four new stores including managing operations, staffing, and merchandising
- Turned sales volume around in one store from \$250K under budget to \$96K over plan in only 4 months
- Reduced shrink from 2.5% to .5% in 1 year and maintained these results for 3 consecutive inventory cycles due to superior employee training, effective staffing, and enforcement of policies and procedures
- Toured all Arizona store locations to ensure compliance with SOPs and merchandising directives in lumber, building-materials, and garden departments; communicated product and promotional information
- Developed and implemented special events, promotions, and inventory purchases to generate additional volume—as much as 25% in one department
- Created merchandising standards adopted throughout West Coast; new standards reduced damages to almost zero, improved stocking efficiency, & increased sales with better customer access to merchandise
- Cultivated team-oriented environment, implemented quality hiring practices, and increased staff training, resulting in improved employee morale and employee turnover rate of just 15% on average
- Ranked among top 10 stores on West Coast for shrink control and store turn around

EDUCATION & TRAINING**BACHELOR OF SCIENCE, BUSINESS MANAGEMENT** – University of Phoenix, Phoenix, Arizona

Extensive training in diversity, merchandising, hiring practices, HR counseling, training & hazardous materials