

NAME

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PROFILE

More than 15 years of multi-unit and big box retail management experience. Proven track record of success in improving sales as much as 25% and reducing shrink as much as 2%. Hands-on, motivational leadership style and ability to effectively communicate with personnel creates team-focused, positive work environments that have reduced turnover up to 34%. Astute fiscal manager with the ability to reduce expenses and optimize payroll to achieve positive P & L results. Innovative and resourceful merchandising, promotions and marketing increases customer traffic and drives sales volume. Proficient in the use of MS Word, Excel, PowerPoint and Outlook.

PROFESSIONAL EXPERIENCE

General Manager, Store, City, State

10/2007 to 9/2008

- Oversaw all aspects of \$35M store operations to include profit and loss, sales, payroll and inventory control; consistently met all P & L, sales, payroll and shrink budgets.
- Led team of 100 personnel, 4 assistant managers and 9 department leads; oversaw all personnel issues to include recruiting, staffing, succession planning, training, morale, discipline and evaluations.
- Created key relationships with local schools and businesses to generate additional revenue and drive customer traffic.
- Managed all aspects of inventory control; ordered stock by department to ensure sufficient stock-on-hand for seasonal promotions and target customer demographics.

KEY ACCOMPLISHMENTS:

- Reduced shrinkage from .47% to .17% in 6 months with increased morale, effective training, enforcement of S.O.P. and identification and correction of internal theft issues.
- Developed special events and promotions with local business partners which generated as much as \$60K in sales in one 4-hour event.
- Re-merchandised store to meet customer demographics and shopping patterns which led to an increase in accessory sales by as much as 24% in the first month.
- Lowered staff turnover from 65% to 31% and created a team-focused environment with improved store morale, quality hiring practices and increased training.

District Territory Representative, BMC, City, State

3/2003 to 10/2007

- Travelled among 120 account locations in AZ, NM and TX to offer 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.
- Participated in new store set-up process; advised corporate office on plan-o-grams and store layouts and trained all new sales associates in products as well as S.O.P.

KEY ACCOMPLISHMENTS:

- Led territory to achieve #2 leading sales volume in the nation in one product line using assertive account management and marketing.
- Designed new merchandising fixture to display product which led to 30% sales increases and reduced damages by 5%; served as test market for fixture which was rolled out to entire West Coast.

PROFESSIONAL EXPERIENCE

- Store Manager**, Store, Arizona and California locations 9/1992 to 4/2002
- Directed up to \$73M in annual sales volume and 330 personnel while managing all operations, merchandising, marketing and personnel aspects of the store.
 - Performed monthly P & L review with district manager and quarterly reviews with vice president to ensure effective budget management which included expense, payroll and overtime control.
 - Oversaw succession planning, strategic staffing and payroll optimization to ensure a balance between meeting customer needs with achieving payroll budgets.
 - Opened 4 new stores including staffing, merchandising and operations management.
 - Selected to oversee lumber, building materials and garden departments for all of Arizona; worked with merchants from corporate office to ensure correct product mix for target market.
 - Conducted competitive shopping and established vendor relationships to obtain new product information.

KEY ACCOMPLISHMENTS:

- Toured all Arizona store locations to ensure compliance with S.O.P. and merchandising directives in lumber, building materials and garden departments; communicated product and promotional information.
- Reduced shrink from 2.5% to .50% in 1 year and maintained these results for 3 consecutive inventories due to training, effective staffing and enforcement of policies and procedures.
- Turned sales volume around in one store from \$250K under budget to \$96K over plan in only 4 months.
- Created special events, promotions and inventory purchases to generate additional volume as much as 25% in one department.
- Created merchandising standards which were adopted throughout the West Coast; these new methods decreased damages to almost zero, improved stocking efficiency and increased sales with better customer access to the merchandise.
- Achieved 15% average turnover rates with effective staffing, thorough training and the creation of a positive team environment.

EDUCATION

Bachelor of Science, Business Management, University of Phoenix, Phoenix, Arizona

Extensive training in:
Diversity, Merchandising, Hiring Practices, Human Resources Counseling, Training and Hazardous Materials