

## NAME

Address

Mobile Phone • email

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### Operations Manager

*Blending customer service, operations, and sales*

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Retail sales leader with the ability to identify top talent and train to individual strengths, building a cohesive team that consistently exceeds quotas while remaining focused on providing unsurpassed customer service. Develop the underlying systems and operations that drive top-line sales and guarantee success by building structure and accountability measures.

#### *Areas of Expertise*

Operations Management • Employee Relations • Systems Creation  
Quality Control • Training & Mentoring • Team Leadership • Consultative Sales  
Customer Service • Strategic Marketing • Talent Acquisition

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### Professional Experience

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COMPANY A, Chandler / Phoenix, AZ

2009–Present

*Specialty retail clothing store selling trendy fashions to women and teens.*

#### **Store Manager**

Oversee team of up to 25 sales associates and managers with annual volume of \$2 million (Chandler) and \$1.25 million (Phoenix). Collaborate with District Manager to host biweekly conference call with managers, providing training and mentoring throughout first year of employment. Identify top talent and exit underperforming employees, creating more vibrant, focused team while ensuring compliance with HR policies in concert with District Manager and corporate office.

#### *Key Accomplishments*

- Surpassed corporate operational audits 10%+ consistently by performing monthly store audits and delegating execution to support manager to focus on business daily.
- Reduced shrink more than 43%, achieving lowest shrink in district, with implementation of rigorous standards, oversight of associates and transactions, and high level of customer service.
- Increased sales depth in key SKUs, including footwear and accessories, 4-5%, through assigning and training Department Specialist to track sales and coach associates on sales and visual merchandising.
- Realized -2.3% of payroll spend, within goal of  $\pm 3\%$ , in 2010.
- Exceeded secret-shop goal of 80% with 90% average, including two 100% events.

*"... is viewed as the district "go-to" peer on all employee relations issues and is extremely well spoken when addressing overall performance within her team and the district. She is skilled in using the company provided people tool to ensure her team is well educated."*  
Supervisor, Company A

COMPANY B, Paradise Valley, AZ

2008–2009

*Nationwide specialty retailer of fashionable, attractively priced women's apparel, accessories, and beauty.*

#### **Store Sales Leader / Store Manager**

Managed operations and sales for \$1.35 million annual volume store with team of 10-15 sales associates and assistant managers. Hired, trained, and coached team members on sales methods, providing feedback on areas for improvement. Partnered with other store managers and district managers on new techniques for building credit card and merchandise sales. Maintained corporate SOPs through staff direction and oversight. Frequently trained other store managers.

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COMPANY B, Store Sales Leader / Store Manager (continued)

*Key Accomplishments*

- Decreased employee turnover rate in one year via comprehensive training program and achieved 100% buy-in from staff following transformation of store culture within one month.
- Ranked as #1 in district and 40<sup>th</sup> in company for loss prevention by enhancing customer service levels to combat shoplifting.
- Increased accessory penetration 12% in six months following creation and implementation of new visual-merchandising plan.
- Boosted new credit card signups 27% and bested district credit average by developing comprehensive training program complete with interactive role-playing.
- Achieved 66% increase in customer loyalty in one year with ranking of 38<sup>th</sup> among 600 stores for selling customer cards following retraining on sales methods.
- Reduced merchant service costs while increasing market share 32% within six months by implementing new sales approach to encourage store credit card.

COMPANY C, Chandler, AZ

2007–2008

*Leading retail beauty chain in Europe with strong presence in US.*

**Specialist**

Recruited to staff and train for new location as co-manager of \$10 million store. During construction phase, completed all training and honed new skills as seasonal staff at alternate location. Created relationships with vendors to set up brand trainings.

*Key Accomplishment*

- Consistently achieved sales goals by remaining focused on providing exemplary customer experience and directing sales associates to help move customers to appropriate areas.

COMPANY B, Chandler, AZ

2004–2007

*Nationwide specialty retailer of fashionable, attractively priced women's apparel, accessories, and beauty.*

**Assistant Sales Manager**

Hired as Sales Associate and promoted within one year, including six-month hiatus to complete college internship. Managed Operations and Human Resources for \$3 million location with staff of 20, hiring, training, and coaching all associates. Created schedules to maintain adequate coverage for customer care and completion of tasks. Trained newly hired managers for other stores.

*Key Accomplishments*

- Increased sales and enhanced employee relations following focused shift of store culture.
- Improved operational organization by following up on orders and maintaining store cleanliness.

*Additional Experience*

Congressional Intern, OFFICE OF U.S. SENATOR, Tempe, AZ

2006

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**Education**

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B.A., Human Communication, ARIZONA STATE UNIVERSITY, Tempe, AZ