

RETAIL STORE MANAGER

MEET SALES GOALS IMPROVE MARGINS

Home Furnishings | Pets Food | Healthy Food | Art Supplies-Framing | Party Supplies

SUMMARY

Margins	Consistently meet sales and margin goals. Improve results at underperforming stores
Costs	Reduce and contain costs by efficient staff scheduling and tight inventory controls
Customers	Develop service-centric promotional strategies and pricing. Add compelling options
Team	Build high performance teams. Train and motivate staff. Empower people to make decisions. Managed store staffs up to 150. Cross-trained staffs at multiple stores
Operations	Adopt processes and procedures that improve efficiency and productivity
Projects	At the request of higher managements, managed several new store openings

CAPABILITIES

Management. Organizational leadership | Streamlining and restructuring | Productivity improvement
Leading by example

Operations. Cost containment | Margin improvement | Policy and procedure development | Loss prevention
Security | Safety and cleanliness | Policy and regulatory compliance | Inventory receiving, restocking

Sales / Promotion. Community relations programs | Visual branding and merchandising
Customer education and service | Pricing and promotion | Branding reinforcement

Staff Development. Sales team motivation and engagement | Recruiting and hiring | Coaching and training

EXPERIENCE

LoveSac (Furniture), Emeryville, September 2022–October 2023

General Manager

Increased sales of “the world’s most adaptable couches,” known as “Sactionals.” Enhanced product categories including complementing furniture and accessories.

- Results**
- Improved sales and margins by recruiting and staff with high potential and providing training
 - Captured customer interest by showing the versatility of modular arrangements
 - Upsold and built on basic customer needs by showing furnishing configurations and work-arounds that accommodated customers’ unique space considerations
 - Increased customer confidence by demonstrating assembly techniques and tips
 - Generated store traffic by distributing promotional announcements to apartment complexes within the store’s vicinity.

Cort Furniture Rental, Concord, 2014–2020 (Store closed due to Covid)

General Manager

Met and exceeded goals as store manager at one of 100 locations nationwide in Cort’s network.

- Results**
- Consistently met margin target of 42% or higher. Increased sales, exceeding goals
 - Created stunning room decors with accessories. Painted lamps to offer unique, colorful choices
 - Developed market niches such as visiting nurses. Configured “home to go” packages designed for apartment communities
 - Educated, trained, and coached staff continuously. Encouraged team members to make independent decisions leading to high staff motivation and outstanding individual earnings
 - Staged daily outbound deliveries to achieve efficiency and provide quick response to customer needs

Pet Food Express, El Cerrito, 2011–2014**General Manager**

Improved store performance and profits by strengthening customer education programs at brand known for premium products and holistic/organic choices.

- Results**
- Increased margins by 25%. Doubled sales in one year. Lowered staff turnover by 90%
 - Generated referrals from veterinarians by direct contact, information resources, and promotions
 - Implemented the company's commitment to giving back to community by working with pet shelters
 - Educated customer on ingredients in pet food and needs of pets for vitamins and supplements
 - Built effective teams by "showing how" and setting examples. Improved morale and engagement by training and developing staff. Improved security and reduced loss from shrinkage

Blue Fog Market, San Francisco, 2010–2011**General Manager**

Initiated and executed changes that increased sales and profits at gourmet deli featuring artisan breads, croissants and pastries.

- Results**
- Renewed menu interest by expanding to sandwiches. Created dinner "grab and go" menus
 - Reduced costs by implementing new inventory controls
 - Trained all staff on health compliance. Always scored go+ on health inspections

Real Food, San Francisco, 2008–2009**General Manager**

Improved performance at store selling natural food products including organic produce, all-natural meat, vitamins, and body care products. Improved Health Inspection score from 71 to 92 out of 100.

- Results**
- Increased sales by as much as 10% in every department by redesigning the store layout. Reduced payroll from 20% to 16%. Achieved goal of 42% gross margin. Unified staff around common goals
 - Tripled the Deli sales from \$1K to \$3K daily by implementing inventory process improvements and introducing ready-to-heat dinners and new menu items. Prioritized customer service
 - Increased catering sales 200% by developing the menu, implementing a marketing campaign, and introducing cooking classes. Created an employee manual and cross-trained staff

National Picture Framing, San Rafael, 2007–2008**General Manager**

Met all monthly sales goals and payroll targets. Helped train potential store management candidates.

- Results**
- Provided excellent customer service by motivating employees to focus on customers' needs
 - Trained staff in design and color theory to improve employee creativity in assisting customers with framing choices, which increased sales 7%. Improved custom framing turnaround times
 - Implemented a new program to use odd pieces of framing mats, which reduced the need to buy new mats and increased gross margin by as much as 120%

Party City Corp, Richmond, VA, 2006–2007**General Manager**

Oversaw store operations, including the merchandising of party-themed products. Handled scheduling, staffing, and employee development.

- Results**
- Increased revenue 6% over previous year
 - Improved merchandising by implementing plan-o-grams from corporate
 - Overcame product delivery timing by recommending a more consistent receiving flow

EDUCATION

Business Administration Coursework. Saddleback College