

ELIZABETH RODRIGUEZ

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A dynamic leader with over 20 years of experience leading high-performing teams, driving operational excellence, and successfully leading business growth and profitability within various roles in the retail industry. Passionate about fostering a culture of collaboration, accountability, and continuous improvement. Adept at developing and implementing customer-centric, revenue-generating business strategies aligned to meet the company's objectives and performance targets.

AREAS OF EXPERTISE

- Leadership Development
 - Strategic Planning
 - Budgeting & Forecasting
 - Process Improvement
 - Data Analysis
 - Sales Leadership & Strategy
 - Customer Relationship Management (CRM)
 - Retail Operations
 - Customer Experience
 - Change Management
 - Visual Merchandising
 - Cross-Functional Team Leadership
 - Project Management
 - P&L Management
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PROFESSIONAL EXPERIENCE

STAR FURNITURE, Houston, TX

2018-2024

Vice President of Stores & Customer Care (2023-2024)

- Developed and executed strategies to drive business performance, improve operational efficiency, streamline store merchandising standards, and enhance the customer experience for 10 retail locations and a customer care team.
- Introduced store organizational structure, clearly delineating roles and expectations, staffing and top-line sales requirements, and key performance indicators.
- Crafted and led talent strategy to recruit, hire, and train top talent for 10-15 open store leadership, associate, and customer care positions, including a director-level in six months.
- Collaborated cross-functionally to eliminate customer experience friction points, execute marketing campaigns and promotions, launch new products, and drive branded services attachment rate.
- Standardized and centralized the operational processes in the customer care department, reducing time to address customer issues from multiple days to one, leading to higher service quality standards and 30% budget savings.
- Managed the P&L for all stores and the customer care department, ensuring alignment with financial goals and contributing to the company achieving a positive EBIT in 2023.

Director of Strategic Initiatives (2018-2023)

- Point person for assessing strategic initiatives at all levels and developing impactful strategies to achieve the company's goals.
- Developed and led the company's strategic planning process, working closely with the CEO & COO to define the company's vision, mission, and strategic objectives.
- Collaborated with 5-7 cross-functional teams simultaneously to design and implement new margin-enhancing initiatives, services, and go-to-market strategies that grew revenue and improved profitability.

- Established metrics and PowerBI reporting to track progress against key performance indicators and regularly communicated performance updates to leadership.
- Drove operational efficiency by identifying and implementing process improvements across the organization, including overhauling the customer care department's operation.
- Led the development and implementation of technology-driven programs/projects, including a Customer Relationship Management System increasing sales leads generation by 50%; digital traffic counters providing reliable customer data analytics; a multi-tiered referral program generating \$300K-500K annually; and the implementation of the company's first SharePoint intranet leading to better communication among teams and higher employee engagement.

Ashley Furniture Homestore, New Braunfels, TX

2016-2018

Field Training Manager | Manager of Store Development

- Formulated and implemented targeted training strategies for new locations, underperforming stores, and a new distribution center.
- Created, directed, and facilitated training for 34 sales teams, 90+ store leaders, and corporate partners.
- Leveraged the Learning Management System, LMS, to streamline and deploy training effectively to 500 associates.
- Responsible for the successful opening of 4 new store locations and a distribution center
- Recipient of the Employee of the Quarter Award (Q1 2017)

Gap Inc

2015-2016

Sr. General Manager, Houston, TX

- Designed a strategy to mitigate store turnover through strategic talent acquisition and implementing practical in-store training, reducing the rate by 20%.
- Introduced a rigorous selling process, boosting loyalty credit card sales and generating a 30% increase in penetration rate, earning the company's coveted recognition award in Q4 2015.

Shasa LLC, Houston, TX

2013-2015

Store Manager | District Manager

- Instituted operational and merchandising standards at all 15 store locations.
- Delivered a 32% increase in sales and a shrink reduction from 14% to 1.8% within six months, leading to promotion to District Manager.

Forever 21, Houston, TX

2001-2013

Sales Associate | Assistant Manager | Store Manager

EDUCATION

UNIVERSITY OF HOUSTON (05/2023)

Master of Business Administration

- Certificates: Leadership Development & International Business

UNIVERSITY OF HOUSTON (05/2005)

Bachelor of Arts in Political Science/French