

# Sandra Smith

123 Avenue D, Denver, CO 80002  
email@email.com • (303) 555-1234

---

## Retail Management / Sales & Operations / Human Resources

*Recognized for creating and managing customer-focused teams that consistently exceed expectations and goals.*

---

Executive-level STORE TEAM LEADER with more than 20 years of successively responsible promotions through every facet of retail management and human resources. Department store expertise of volumes up to \$10 million commitment with proven record of employee recruitment, management, training, and retention; client and vendor relationship development; and employment law compliance. Flexible manager with real-world problem-solving philosophy, coupled by high standards and commitment to professional excellence. **Willing to relocate.**

### CORE COMPETENCIES:

- Team Building & Leadership
- Standards Enforcement
- Recruitment & Retention
- Finance / Budget Management
- Human Resources Management
- Sales Forecasting & Analysis
- Inventory Control
- Operations Management
- Client & Vendor Relations
- Employee Performance / Evaluation
- Merchandising & Product Display
- Sales & Marketing

**COMPUTER & TECHNICAL PROFICIENCIES:** Microsoft Word and Excel, Word Perfect, Adobe Acrobat, and broad range of industry specific databases.

*Consistently Ranked Within Top 10 of 60 Regional Stores ~ Maintain Turnover Rate of Less than 17-19%*

---

## EXPERIENCE & MEASURABLE RESULTS

---

**NORDSTROM, INC,** Denver, CO

1999-present

### *Sales Area Manager (2003-present)*

*Misses Sportswear, Better Sportswear, Special Sizes, Junior's, Dresses, Coats, and Children's Assistant Store Manager, Human Resources & Merchandising Resources (1999-2003)*

During corporate restructuring and reappointments, managed budgeting, expense planning, goal setting, and attainment. Lead recruiting, training, and retention efforts. Enforce service standards. Manage details surrounding corporate acquisition with minimal interruption to customers. Currently responsible for eight Corporate Major Groups (CMGs), representing annual volume of \$3.3 million. *Report to Store Manager. Manage up to 15-20 direct and 80-90 indirect reports.*

### **Select Accomplishments:**

- Increased Children's & Accessories business from \$600,000 to \$900,000 in volume, representing #1 business in 14 store region. Against storewide net relatives of -3%, led store net relatives to +11% and +7% over past two years.
- **Current Numbers:** BETTER SPORTSWEAR up 11% to last year and 5% to plan; MODERATE SPORTSWEAR up 3.5% to last year, month-to-date; JUNIORS up 8% to plan, 10% to last year, representing #2 in the region to last year and #4 to plan; CHILDREN'S & ACCESSORIES up 4.6% to last year.
- Led grand-opening preparation and rollout of new store in Boulder, Colorado, 2003.
- Sent by Regional Store Director in light of lawsuit against competitor to Colorado Springs, Colorado, location to re-merchandise children's floor within ADA compliance, 2003.
- Achieved 3.16 HR audit score, second in the region, while maintaining low employee turnover rate.
- To date, while company and region increases are 7% and 1%, respectively, Juniors Dept under my leadership is up 11% against last year, despite stout competition.

**DILLARD'S**, Denver, CO

1997-1999

*Assistant Store Manager, Human Resources & Merchandising Resources (1998-1999)*

*Assistant Store Manager, Operations & Human Resources (1997-1998)*

Promoted to comprehensive responsibility of physical plant, and to prepare and achieve sales and expense plans, supervise loss prevention, cash office, and dock/receiving. Reported to Store Manager. *Managed 5 direct and 80-90 indirect reports.*

- Led store through physical plant remodel and management and ownership changes, as well as related compensation and benefits, ADA matters, OSHA, and diversity recruiting initiatives.
- Flood disaster recovery leadership (1991 equipment failure, recovery resulted in zero time closed to the public; 2001 natural disaster, recovery resulting in two days closed to public), triaging associates and store leaders to save nearly 90% of merchandise.

**J.C. PENNEY**, Denver, CO

1990-1997

*Assistant Store Manager, Operations & Human Resources (1990-1997)*

Promoted to increased volume and square footage. Reported to Store Manager. *Managed up to 90 direct and 100 indirect reports.*

- Managed a high quality human resources department, keeping morale high and turnover low during this decade of changes including corporate bankruptcy, store remodel, and 3 store manager changes.
- Awarded "Chairman of the Board Award," 1996, representing successful sales increase from \$8 million to \$9.5 million.
- Led store through physical plant remodel and management and ownership changes, as well as related compensation and benefits, ADA matters, OSHA, and diversity recruiting initiatives.
- Prepared budgets in a timely and accurate manner in partnership with store manager. Monitored expenses monthly to ensure achievement of plans.

**SEARS, ROEBUCK & CO**, Sterling, IL

1981-1990

*Assistant Store Manager, Operations & Human Resources (1988-1990)*

*Supervisor / Sales Area Manager, Accessories & Stationery (1981-1984)*

*Supervisor / Sales Area Manager, Mens & Cosmetics (1985-1987)*

Traveled to 4 new stores to merchandise and prepare them for grand openings.

Awarded "Supervisor of the Year" for central Colorado region, 1988—based on achievement of sales and profit plan, as well as excellence in merchandise presentation.

Promoted to lead departmental sales/profit plan and ensure merchandise presentation standards and visual directives. *Reported to Store Manager. Managed up to 15 direct reports.*

---

## AWARDS, COURSES & CERTIFICATIONS

---

**Chairman of the Board Award**, 1996

Presented by Pamela Toombs, Store Manager

**Sales Area Manager of the Year**, 1992

Award by John Smith, COB, J.C. Penney

### **Bohr Retail Learning Systems, Inc. Courses**

*Interactive Management • Targeted Selection • Go Get the Best (Recruiting) • Conducting Performance Appraisals*

*Reducing Resistance to Change • Managing Difficult Personalities • Communication Skills*

*Gaining Commitment to Performance Goals • Communication Skills*

*Valuing Diversity • Cost of Intolerance • Developing Employee Potential*

**Certified Trainer:** *Creating Customer Loyalty* • **Certified Trainer:** *Winning Through Quality Service*

---

## PROFILE

---

**United Way, Denver, CO, Campaign Captain**

*Coordinated all aspects of campaign including facilitating kick-off meeting (with guest speakers), organizing fund raising activities, attending local United Way chapter meetings, and soliciting associates as needed to ensure achievement of goal. **Achieved goals by 4-15% annually.***