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## SENIOR RETAIL MANAGER • SALES & OPERATIONS

Proven Management of Department and Specialty Stores with Volumes Up to \$8 Million

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**Seventeen years of retail management and manufacturing experience** in fast-paced, results-oriented environments with demonstrated skills in sales, employee management, relationship building, and community and partnership development. Recognized for creating and managing teams that consistently exceed expectations and goals. Exceptional communicator with strong negotiation, problem resolution, and client needs assessment aptitude. Equally effective in identifying opportunities, developing focus, and providing tactical business solutions.

Strategic & Tactical Planning  
Human Resources Development  
Team Building & Leadership  
Employee Performance & Evaluation  
Merchandising / Product Development

Inventory Control  
Sales Forecasting & Analysis  
Sales Team Management  
Operations Management  
Media Spokesperson

Client / Vendor Relations  
Program Development  
Public Relations and Speaking  
Enforce Visual Standards  
Financial / Budget Management

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## PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

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**LIMITED BRANDS**, San Francisco, California

July 2003 to March 2005

**OPERATIONS MANAGER**, Victoria's Secret, Union Square (01/04 to 03/05)

**STORE MANAGER**, The Limited (07/03 to 01/04)

Managed operations, sales, inventory control, and HR talent recruitment for \$8 million flagship store. Optimized and monitored 70-person employee schedule and maintained fully staffed sales force. Assessed and coached Associates to (a) increase credit card performance, (b) drive average-dollar sales, and (c) raise units-per-transaction. Promoted teamwork by creating positive selling culture and empowering Associates to achieve company goals through modeling behaviors. Managed up to 75-employees.

### Success in quantifiables:

- **Credit goal:** 5.7%. Actual results: 7.1%. Achieved by communicating clear priorities storewide.
- **Inventory goal:** 3%. Actual results: 1.83%. Achieved by raising Associate awareness and creating exceptional client experience.

**MACY'S, Union Square**, San Francisco, CA

September 1998 to February 2003

**SENIOR EXECUTIVE MANAGER** (02/01 to 02/03)

**GROUP SALES MANAGER** (09/98 to 02/01)

Managed volumes of \$4 million, \$6 million, and \$8 million, respectively. Recruited, managed, trained, and evaluated 25 employees. Increased brand awareness through client cultivation, profiling, and direct marketing. Developed fashion seminars and workshops to cultivate clientele. Managed 25 employees.

### Accomplishments

- Consistently exceeded pre-sale goals: from 45% to 200% over plan.
- Annual sales increases from \$1.6 million in 2001 to \$1.9 million by end of fiscal year 2002.
- Produced and appeared on camera for Macy's Makeover Monday's segments, which aired for two years on Evening Magazine, KPIX-TV. Viewership reached 11 Bay Area counties and 40,000 women, which generated unprecedented visibility for Macy's Union Square.

LIMITED, Flag Store, San Francisco, California

April 1996 to September 1998

**STORE MANAGER**

Oversaw sales and operations of San Francisco mall location. Hired, trained, and directly managed two co-managers, one assistant manager, and 18 sales and stock associates to maintain high level of sales. Merchandised store appearance to meet corporate standards. Optimized sales by identifying local market trends and streamlining customer expectations.

- Out of 600 stores, consistently recognized within the top ten company performers in 'season-to-date' "Top 100."

HIT OR MISS, San Francisco, California

February 1994 to October 1995

**STORE MANAGER**

Organized and managed financial district store location. Managed Assistant Sales Manager and sales staff to maintain high levels of productivity. Worked with buying staff to achieve focused, fast-turning assortments, and to maintain appropriate stock levels. Analyzed departmental vendor productivity and communicated information to all management levels. Maintained complete management responsibility for inventory planning, merchandising floor space, and maintaining the integrity of merchandising standards.

FASHION MERCHANDISING CONSULTANT, San Francisco, CA

October 1990 to February 1994

Evaluated and developed product lines for a diverse group of internationally known apparel manufacturers and marketers including Speedo, U.S.A. Conducted short-term evaluations for existing lines and made suggestions on coloration, expanding collection appeal and presentation as well as customer targeting. Performed comprehensive seasonal development for entire collections, from initial conception to final samples and analysis.

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**PROFILE**

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**EDUCATION**

University of California, Santa Cruz  
B.A., Psychology

**PROFESSIONAL DEVELOPMENT**

"Growing Business Through Conflict Resolution"	"Growing Business Through Counseling"
"Making Connections: Developing People"	"Powerful Career Conversations"
"Leading Change"	"Train the Trainer"