

NAME

TITLE
000-000-0000 / EMAIL / CITY, STATE, ZIP

Profile

Seeking a role where I can exhibit strong leadership, sales, and customer service skills in driving revenue growth, exceeding sales targets, and cultivating lasting customer relationships.

Experience

Retail Sales Manager - Macy's Department Store / Location

MONTH 2020 - 2023

- Developed and implement sales strategies to drive revenue growth and exceed monthly, quarterly, and annual sales targets.
- Trained and mentored sales team members, providing ongoing guidance and support to enhance their product knowledge, sales techniques, and customer service skills.
- Analyzed sales data and market trends to identify opportunities for business growth, adapt strategies, and optimize product offerings.
- Fostered strong customer relationships by ensuring exceptional service and addressing customer inquiries, concerns, and escalations.
- Collaborated with cross-functional teams, such as marketing and merchandising, to develop promotional campaigns and optimize product assortments.

Assistant Sales Manager – Target / Location

MONTH 2017 – MONTH 2020

- Assisted the sales manager in developing and implementing effective sales strategies to drive store revenue and meet sales targets.
- Supervised and motivated the sales team, setting clear sales goals, providing regular feedback, and conducting performance evaluations.
- Ensured high standards of customer service were maintained, resolving customer complaints or issues in a timely and satisfactory manner.
- Monitored inventory levels, coordinating with the buying team for replenishment and ensuring product availability to maximize sales opportunities.
- Conducted regular sales analysis, identifying trends, opportunities, and areas for improvement, and proposing action plans to optimize sales performance.

Project Experience

- **Sales training program:** Developed and implemented a comprehensive sales training program for the sales team, focusing on enhancing product knowledge, sales techniques, and customer engagement skills to drive sales performance and customer satisfaction.
- **Customer retention program:** Designed a customer retention and loyalty program that includes personalized offers, targeted marketing campaigns, and a rewards system to cultivate customer loyalty, increase repeat business, and strengthen customer relationships.
- **Sales performance analysis:** Conducted a thorough analysis of sales data, which involved optimizing product mix, refining sales processes, and implementing performance tracking systems to monitor and improve sales productivity.

Education

Bachelor of Business Administration in Sales and Marketing - SCHOOL

MONTH YEAR

- GPA: LIST
- AWARD
- AWARD

DEPARTMENT - SCHOOL

MONTH YEAR

- GPA: LIST
- AWARD
- AWARD

Skills

Expertise

- Decision-making
- Training and development
- Sales forecasting
- CRM ([Customer Relationship Management](#)) software
- Data analysis

Licenses & Accreditations

Licenses & Accreditations

- Certified Professional Salesperson (CPS)
- Accredited Sales Executive (ASE)
- Certified Retail Sales Leader (CRSL)