

NAME

TITLE

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

Profile

Seeking a challenging product manager role on a growing, energetic team to implement my retail skills and experience. I am ready to assess a store’s products, inventory, pricing, product placement, and product performance to increase sales and overall profits.

Experience

Business Analyst - ABC Department Store / Location

MONTH YEAR - Present

- Worked with my product manager on various market research projects to assess upcoming product interests and trends
- Analyzed survey data through wide-scale customer surveys and assess customer needs
- Created strategies for how the store assorts, prices, and promotes various products
- Collaborated with marketing, operations, and sales teams to ensure alignment in product objectives and overall store goals
- Monitored product success and customer input on an ongoing basis

Sales Representative - DEF Electronics Store / Location

MONTH YEAR – MONTH YEAR

- Fostered customer relationships and customer loyalty through tailored product recommendations
- Answered customer questions and concerns to build trust and drive sales
- Researched products extensively and demonstrated their benefits and features.
- Maintained a working knowledge of product updates, market trends, and competitor offerings
- Worked with product managers to provide boots-on-the-ground customer feedback, questions, and concerns about the store’s products

Project Experience

- **Competitive Intelligence Analysis:** I monitored industry trends and activities from close competitors while working at the ABC Department store. This helped the store enhance our product selections and offering in a proactive, timely manner.
- **Product Roadmap Project:** I worked with the product manager at DEF Electronics Store to set specific priorities and goals for new products based on initial customer feedback and general market insights.

Education

B.A. in Retail Management - Arizona State University

MONTH YEAR

- GPA: 3.9
- AWARD
- AWARD

DEPARTMENT - SCHOOL

MONTH YEAR

- GPA: LIST
- AWARD
- AWARD

Skills

Expertise

- Customer engagement
- Sales and marketing
- Personable and approachable
- Data analysis
- Willing to take constructive criticism

Licenses & Accreditations

Licenses & Accreditations

- Retail Management Certification
- Retail Loss Prevention Certification
- Customer Experience Certification