

# SALES – MARKETING RESUME

0000 Greenfield Avenue, Milwaukee, Wisconsin 53214 987.654.3210 contact@sales-marketingresume.com

## RETAIL MANAGER

### QUALIFICATIONS PROFILE

Dynamic, goal-driven, and performance-focused professional, equipped with extensive experience in a wide range of fields encompassing sales and business management, merchandise planning, staff relations, administrative support, and regulatory compliance. Offer strong proficiency in generating impressive sales results, winning customer loyalty, as well as implementing focused sales programs and initiatives. Possess reputation as a highly effective leader with keen attention to detail and well-defined problem-solving, analytical, and interpersonal aptitudes. Demonstrate fluency in English and Spanish.

### CORE COMPETENCIES

Sales Operations and Management  
Revenue Growth and Development  
Strategic Planning and Implementation  
Business Development  
Inventory Management

Customer Service and Relations  
Employee Recruitment and Retention  
Administrative and General Management  
Rapid Conflict Resolution  
Organizational Leadership and Team Building

### PROFESSIONAL EXPERIENCE

#### SALES – MARKETING RESUME | ANAHEIM, CA

##### Store General Manager

2013

Conduct comprehensive monthly profit and loss (P&L) review to effectively guarantee the store's maximum profitability. Leverage industry expertise in monitoring store staffing levels and overseeing partner development and talent acquisition for the achievement of store operational requirements.

#### NOTABLE ACCOMPLISHMENTS:

- Master-planned, coordinate, and proficiently delegated appropriate responsibilities and practices to store partners; consequently ensuring and maintaining smooth flow of operations companywide.
- Expertly coached and supervised a results-driven team of 13 employees to achieve and surpass high-performance standards and goals.

#### SALES – MARKETING RESUME | WALNUT, CA

##### Director of Golf Operations

2010–2013

Administered the hiring and training of more than 30 employees; directed the golf shop; presided over instruction and tournament programs; and managed financial planning and budget for the entire golf operations. Generated and presented comprehensive monthly golf rounds and revenue reports to board members.

#### NOTABLE ACCOMPLISHMENTS:

- Successfully boosted product sales and flow of traffic of various businesses, including Bridgestone Corporation, Nike, Inc., and TaylorMade through strategic product promotion management.
- Pioneered and implemented the following key programs companywide which optimized productivity:
  - *Professional Golfers' Association (PGA) Funding Program* for all golf professionals to significantly handle and resolve financial burdens of the PGA School
  - *Tournament Commissions Program* which provided a harmonious working environment among the staff; thus achieving approximately \$8K of overall tournament revenue growth monthly
  - *Membership and public play policies and procedures manual*, considered as a first in the company
- Developed and cultivated strong professional relationships with the Southern California Golf Association (SCGA) in effectively remapping the golf course and obtaining the other benefits of the key organization.
- Earned recognition for generating an increase of 14,000 rounds over previous management and yielded \$15K monthly revenue growth after taking over the management of the golf operations.

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## SALES – MARKETING RESUME | LA HABRA, CA

### Assistant Pro-Shop Manager

2007–2010

Rendered strategic assistance in efficiently scheduling and executing various golf initiatives, such as tournaments, lessons, camps, tee times, cart staging, and starters. Oversaw the cash register and sales reports; and initiated the purchasing and display of the pro-shop merchandise.

## SALES – MARKETING RESUME | COSTA MESA, CA

### Sales Representative

2005–2007

Conducted daily department maintenance tasks, such as stock work, re-merchandising, display, price markdown, merchandise transfer, and light cleaning initiatives.

#### NOTABLE ACCOMPLISHMENTS:

- Positioned company for growth as reflected in consistently achieving and exceeding personal and company sales goals for the team.
- Established and maintained long-lasting client relationships built on trust, communication, and professional approach; efficiently facilitating pre-booking and selling merchandise for the forthcoming season.

## SALES – MARKETING RESUME | LONG BEACH, CA (2002–2005)

### Tournament Director

2003–2005

Prepared and progressively led numerous tournament and event programs generating more than \$420K of revenues per season. Initiated the presentation and selling of various tournament packages to members and prospective clients.

### Outside Service Manager

2002–2003

Strategically achieved guest satisfaction and maintained excellent service through close collaboration with the team. Handled the preparation of schedules, breaks, responsibilities, and payroll initiatives of outside service employees.

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#### EARLIER CAREER

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## SALES – MARKETING RESUME | LA HABRA, CA

### Assistant Golf Professional

2002–2003

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#### TECHNICAL ACUMEN

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Microsoft Office Suite | Internet Applications