

Name Withheld

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District Sales Manager – Retail

Results-driven sales and operations leader skilled in developing peak-performing teams that consistently exceed revenue and profitability targets

Award-winning retail sales executive with outstanding skills in strategic planning and tactical execution and an extensive background in sales leadership and multi-site operations management. Demonstrated success in driving bottom-line improvement by effectively directing sales best practices, internal controls, inventory management, staff engagement, knowledge expansion and operational efficiencies.

- Business Planning
 - Market Penetration
 - Budgeting
 - Team Leadership
 - Sales Forecasting
 - Territory Management
 - P&L Management
 - Training/Development
 - Business Development
 - Client Relations
 - Merchandising
 - Loss Prevention
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Key Accomplishments

Sales leadership highlights – drove strong performances through skilled management, talent development, training and P&L oversight.

- **Sparked 40% battery sales growth within 30 days** as a District Manager at Total Electronics USA by rolling out a sales program to revive flat volumes and by engaging staff to promote products during sales transactions; program was later adopted company-wide.
- **Improved position of newly-created district from #9 to #2 out of nine districts within three months** as a Store Manager at Total Electronics USA; boosted sales by expanding focus on wireless, add-on and service plan sales; attained 3%+ sales increase in third quarter vs. <1% area growth.

Operations management highlights – despite company-wide sales downturn, grew net profit in 18 stores as a District Manager at Total Electronics USA.

- **Cut inventory losses by \$20K** by partnering with loss prevention team in tightening controls, identifying problematic locations and launching new manager inventory training program. Also introduced P&L tracking and reporting per location, reducing management-level costs.
- **Attained substantial cost-control improvements** in payroll by instituting store management reporting standards and shifting store-level focus on workforce to optimize staff scheduling.

Professional Experience

BROOKLYN WIRELESS, Brooklyn, NY

2008–Present

Provider of wireless broadband and related services.

District Sales Manager

Head operations for newly created district of 17 stores. Manage sales, P&L, recruiting, payroll, inventory control, staff and leadership training, and budget forecasting. Communicate and implement company standards, policies and procedures with store management team and staff.

- Currently ranked #1 in district in total activations and profit.
- Oversee company's #1 store with sales exceeding budget by 100%.
- Led achievement of #1 ranking in company in payroll management by instituting flexible staff scheduling and minimizing payroll spikes through adoption of Workforce Management System; also spearheaded #1 ranking in end-of-life inventory and expense control management.

BROOKLYN WIRELESS (Continued)

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TOTAL ELECTRONICS USA, Nassau, New York
Leading regional retail electronics chain

1996–2008

District Manager (2007–2008) Charged with directing 18-store district and reversing sales decline. Responsibilities included staffing, policy/process implementation, goal setting, and identification and development of management talent. Oversaw \$22M retail operation and 100+ employees.

- Increased net sales profit by 2% each year, reversing negative trend.
- Turned around 12 under-performing stores that were able to meet and exceed company sales performance targets.
- Spearheaded in-store promotion for private label credit card, attaining 3500 new applications in first six months.
- Built and implemented one of the few successful secondary kiosk programs in mall locations resulting in increased sales and greater store visibility.
- Named Top District Manager of the Month seven times.
- Drove district to top position in performance rankings for combined revenue indicators in 2007, which included highest battery, Sirius, accessory, wireless and new product platform sales.

Store Manager (2002–2007)

Oversaw store operations for nine locations with responsibilities that included sales production, inventory/cost control, merchandising, customer service, recruiting and scheduling.

- Twice won annual top \$1.5M-2.5M store award for revenue volume accomplishments.
- Earned Store Manager of the Month award 42 times for sales and operating achievements.
- Assigned to mentor managers of five under-performing locations in guiding turnaround efforts.
- Received Top Wireless Sales award from 2003–2007.
- Named Top Manager nationwide in 2004, 2005 and 2006.
- Honored as President's Council Manager in 2004, 2005 and 2006 for the year's top profit achievement in New York.
- Promoted to District Manager in 2007.

Sales Associate (1996–2002)

Provided world-class experiences in actively listening to and serving customers.

- Expanded product knowledge by studying company products in detail, passing exams and gaining certification to sell 52 products.
- Implemented creative merchandising techniques that helped increase sales and that were later adopted by the company nationwide.
- Consistently exceeded sales targets month after month.
- Won Sales Associate of the Month and company trips numerous times.
- Promoted to Store Manager in 2002.

Education

Ridgemount College, Buffalo, NY
Bachelor of Arts, Political Science