**RETAIL MANAGER RESUME**

Alison Jacobs

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**Profile**

A results-driven retail management professional with 10+ years of experience implementing profit-generating product sales techniques to drive revenue growth. Adept at creating in-store marketing displays to capitalize on consumer trends and increase annual sales.

**Professional Experience**

**Store Manager, this is Hip Clothing & Accessories, Baltimore, Maryland**

**January 20XX – Present**

* Oversee day-to-day operations of a 25,000 square foot retail store with 40 employees.
* Incorporate ongoing, unique sales techniques to raise average annual store profits by approximately 10% to 20% each year.
* Increase customer retention rate from 20% to 45% through implementing excellent customer service practices.
* Maintain 90% employee retention rate through targeted recruitment initiatives.

**Store Manager, This Sounds Cool CDs and Records, Fairfax, Virginia**

**March 20XX – December 20XX**

* Managed retail franchise of 10,000 square foot store with 15 employees.
* Raised yearly sales profits an average of 5% each year.
* Elevated customer return rate through implementation of unique, franchise-approved customer rewards programs.

**Education**

**Bachelor of Arts in Sales & Marketing**

Fairfax Retail College, Fairfax, Virginia, August 20XX to May 20XX

**Key Skills**

* Retail Store Management
* Team Leadership
* Process Improvement
* Employee Engagement
* Customer Service