**RETAIL MANAGER RESUME**

**Crystal T. Lopez**

Retail Manager

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**Summary**

Sales-oriented retail manager with 2,5+ years of experience. In previous roles exceeded sales forecasts by 10% every quarter and achieved a 20% increase in customer satisfaction. Eager to develop and inspire Finq’s retail team to exceed customer satisfaction levels and sales goals.

**Experience**

20XX–20XX

Retail Manager

**Stoke Wines**

* Tracked and analyzed sales and customer trends in order to maximize sales and revenue while minimizing expenses in all 3 locations.
* Grew sales by 25% through implementing an endless aisle.
* Introduced mobile payments and mobile shopping that increased sales by 30%.
* Prepared daily work schedules for and assigned tasks to 30+ employees, scheduled deliveries, and enforced company policy.
* Implemented system of mystery shoppers whose feedback lead to a 20% increase in satisfaction among both customers and employees.

**Key Achievement:**

* Exceeded sales targets by 97% in 20XX.
* Introduced green retailing strategies which lead to Stokk Wines winning the Drinks Business Green Award in 20XX.

20XX-20XX

**Assistant Retail Manager**

* Handled the majority of customer complaints using new BDPs which increased customer satisfaction by 5% monthly.
* Applied retail KPI knowledge to make strategic commercial decisions that lead to exceeding sales targets by 10% a quarter.
* Reviewed store P&L with Store and District Manager to reduce costs in several areas.
* Monitored sales transactions and ensured sales procedures were followed properly.
* Managed retail staff recruitment and onboarding leading to a 15% decrease in wait time for new employee hiring.

**Key Achievements:**

* Exceeded sales targets by 30% in Q4 20XX.
* Renegotiated and implemented sales deals that brought in an extra $50K in Q3 20XX.

**Education**

20XX

Syracuse University, Syracuse, NY

B.Sc., Retail Management

**Key Skills**

* Decision making
* Operations management
* Negotiation and communication
* Interpersonal skills
* POS systems
* MS Office

**Associations**

* Retail Industry Leaders Association (RILA)—Member

**Certifications**

* Retail Management Certificate
* Certified Manager Certification

**Interests**

* Green retailing
* New technology
* Psychology