



Alison Jacobs

Results-driven retail management professional with 10+ years of experience implementing profit-generating product sales techniques that exceed annual store revenue objectives. Adept at creating in-store marketing displays that capitalize on current consumer trends and increase year-round and seasonal/holiday sales. Effective, team-centered management style that enhances employee productivity through customer-focused employee training methods and rewards-based employee contests, commissions and bonuses.

Professional Experience

Store Manager

This is Hip Clothing & Accessories, Baltimore, Maryland, 12345 January 1, 2014 – 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, 54321 March 4, 2009 to December 20, 2014

- 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
- Received franchise retail manager excellence award in 2012, 2013 and 2014

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Education

Bachelor of Arts in Sales & Marketing

Fairfax Retail College, Fairfax,
Virginia 54321
August 2010 to May 2014

Key Skills

- Excellent verbal communication skills
- Promote an exciting teamwork-focused working atmosphere
- Possess natural shrink avoidance and cost reduction instincts
- Skilled at in-store product merchandise placements and displays