

[First Last Name]

[City, State] | [email@example.com] | [Phone Number] | [LinkedIn URL] | [Business Website]

PROFESSIONAL SUMMARY

[Small Business Owner] with [X+] years of experience building and operating profitable local businesses in the [industry/niche] sector. Proven ability to manage end-to-end operations, from strategic planning and budgeting to marketing, sales, and customer service. Track record of increasing revenue, optimizing costs, and developing high-performing teams. Adept at leveraging digital tools, local marketing, and data-driven decision making to grow brand visibility and customer loyalty.

PROFESSIONAL EXPERIENCE

[Owner & Operator] | [ABC Local Services LLC]

[City, State] | [Month Year] – Present

- Directed all aspects of daily operations for a [type of business, e.g., “home services”] company, including budgeting, staffing, vendor management, marketing, and customer relations, resulting in [X%] year-over-year revenue growth over [Y] years.
- Developed and executed a local marketing strategy using [Google Business Profile], [social media platforms], and [email marketing tools], increasing inbound leads by [X%] and improving customer retention to [Y%].
- Implemented standardized operating procedures, scheduling systems, and basic inventory controls using [spreadsheet tools/point-of-sale software/project management tools], reducing operational errors and cutting overhead costs by approximately [X%].

[Founder & Manager] | [Neighborhood Retail & Café]

[City, State] | [Month Year] – [Month Year]

- Launched and managed a [retail/food & beverage] concept from inception, overseeing business planning, licensing, vendor selection, menu/product design, and store layout to create a consistent and recognizable local brand.
- Hired, trained, and supervised a team of [X–Y] employees, establishing clear service standards, sales goals, and performance metrics that increased average transaction value by [X%] and improved online ratings to [Y stars] on [review platform].
- Monitored cash flow, pricing, and cost of goods sold using [basic accounting software/spreadsheets], adjusting purchasing and promotions to maintain target margins and ensure stable profitability during seasonal fluctuations.

EDUCATION

[Bachelor of Business Administration] | [Name of University]

[City, State] | [Month Year] – [Month Year]

- [Concentration in Entrepreneurship / Small Business Management] with coursework in [Accounting], [Marketing], [Operations Management], and [Business Law].

[Small Business Management Certificate] | [Local Community College / Small Business Development Center]

[City, State] | [Month Year] – [Month Year]

- Completed practical training in [business planning], [cash flow management], [local marketing], and [digital tools for small businesses].

SKILLS

Business & Operations

- [Business planning & budgeting]
- [Day-to-day operations management]

- [Vendor & supplier relations]
- [Inventory & cost control]

Sales & Marketing

- [Local marketing & community outreach]
- [Social media & basic digital advertising]
- [Customer relationship management]
- [Brand building & positioning]

Leadership & Tools

- [Team hiring, training & supervision]
- [Customer service & conflict resolution]
- [Basic accounting software / POS systems]
- [Spreadsheet & document tools (e.g., Excel, Google Workspace)]

SELECTED PROJECTS

[Local Brand Refresh & Repositioning Initiative] | [ABC Local Services LLC]

[Month Year] – [Month Year]

- Redesigned business branding, signage, and customer-facing materials, and updated online profiles on [Google Business Profile], [Yelp], and [social media platforms], improving brand consistency and increasing online inquiries by approximately [X%].
- Introduced simple loyalty offers and referral incentives targeted at existing customers, contributing to a measurable rise in repeat business and word-of-mouth referrals within the local community.

[Process Streamlining & Cost Reduction Project] | [Neighborhood Retail & Café]

[Month Year] – [Month Year]

- Mapped out key operational processes (ordering, preparation, opening/closing routines) and removed redundant steps, reducing average service time per customer and improving staff productivity.
- Standardized ordering and inventory checks using simple templates in [spreadsheet tools/POS reports], cutting waste and helping maintain more accurate stock levels during busy and slow periods.