[First Last Name]

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

PROFESSIONAL SUMMARY

Results-driven Retail Store Manager with [X+] years of experience leading high-volume retail operations, optimizing merchandising, and driving sales growth. Proven track record of exceeding revenue targets, improving customer satisfaction, and reducing operational costs through data-driven decision making. Skilled in team leadership, inventory management, and process improvement within fast-paced, customer-centric environments. Adept at implementing corporate initiatives at store level while maintaining strong community presence and brand standards.

PROFESSIONAL EXPERIENCE

[Retail Store Manager] | [National Retail Chain]

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

- Led daily operations for a [X]-sq-ft store generating [$X.XM] in annual revenue, consistently achieving [X–X%] above sales targets through optimized merchandising, strategic promotions, and staff performance coaching.
- Managed and developed a team of [X–X] associates and [X] supervisors, implementing structured training and performance review processes that improved staff retention by [X%] and increased mystery shopper scores by [X points].
- Implemented rigorous inventory control procedures, reducing shrinkage by [X%] and improving on-shelf availability to [X%+] through accurate forecasting, cycle counts, and close collaboration with regional supply chain teams.

[Assistant Store Manager] | [Regional Retail Brand]

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

- Supported the Store Manager in overseeing all store functions, including opening/closing procedures, cash management, visual merchandising, and compliance with company policies and loss prevention standards.
- Analyzed daily and weekly sales reports to identify trends, adjust staffing schedules, and recommend product placement changes, contributing to a [X%] increase in average transaction value and [X%] uplift in conversion rate.
- Championed a customer-first culture by coaching associates on service standards, handling escalated service issues, and implementing feedback mechanisms that improved customer satisfaction scores by [X%].

EDUCATION

[Bachelor of Business Administration] | [University Name]

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

Concentration: [Retail Management / Marketing / Operations]

- Relevant coursework: Retail Operations, Merchandising, Consumer Behavior, Supply Chain Management.
- Activities: [Retail/Business Club], [Student Leadership Role], [Relevant Project or Case Competition].

SKILLS

Retail & Operations: Store operations management, visual merchandising, inventory control, loss prevention, cash handling, scheduling.

Sales & Customer Experience: Sales forecasting, upselling and cross-selling, customer service excellence, complaint

resolution, loyalty programs.

People Leadership: Team hiring and onboarding, coaching and mentoring, performance management, conflict resolution, shift leadership.

Tools & Systems: POS systems ([System Name]), inventory management software ([Tool Name]), MS Excel, MS Word, MS PowerPoint, email and scheduling tools.

Analytics & Reporting: KPI tracking, sales and labor analysis, shrink and variance reporting, dashboard interpretation, data-driven decision making.

Core Strengths: Problem solving, time management, communication, adaptability, attention to detail, stakeholder collaboration.

SELECTED PROJECTS & ACHIEVEMENTS

[Store Layout Optimization Initiative] | [Current/Previous Store]

[Month YYYY] – [Month YYYY]

- Led a cross-functional effort to redesign product placement and traffic flow based on sales data and customer feedback, resulting in a [X%] increase in basket size and [X%] improvement in key category sales within [X] months.

[Customer Service Improvement Program] | [Current/Previous Store]

[Month YYYY] – [Month YYYY]

- Developed and rolled out a targeted training program focused on greeting standards, product knowledge, and issue resolution, contributing to a [X-point] rise in NPS/customer satisfaction scores and a measurable reduction in customer complaints.

[Seasonal Peak Performance Management] | [Current/Previous Store]

[Month YYYY] – [Month YYYY]

- Planned staffing, inventory, and merchandising strategies for peak trading periods, maintaining service standards while achieving a [X%] year-over-year sales increase and keeping overtime costs within [X%] of budget.