Bob Applicant

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RETAIL MANAGER

Acclaimed leader and motivator leveraging 10+ years driving growth of upscale fragrance retailer in highly competitive metropolitan market.

*Core Competencies:*

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| * Retail Sales Management
* Event & Tradeshow Coordination
 | * Hiring & Training
* New Store Launches
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**PROFESSIONAL EXPERIENCE**

COTY FRAGRANCES, Los Angeles, CA
**RETAIL MANAGER** (April 2020 to Present)

Promoted to lead and optimize store operations of seven retail fragrance stores in the Greater Los Angeles area. Coordinated launch and opening of new or renovated store departments; recruited, hired, trained, and supervised department managers, merchandisers, and retail assistants. Performed ongoing competitive research and market analysis to identify and capitalize upon emerging trends. Key Achievements:

* Spearheaded pre-launch marketing and opening of Fine Fragrance store on Rodeo Drive that generated over $100K in sales on the first day of operations.
* Accelerated sales of Coty specialty fragrances across all seven store locations by 103% in two years.

COTY FRAGRANCES, *Santa Monica, CA*
**RETAIL DEPARTMENT MANAGER** (August 2018 to April 2020)

Returned struggling specialty fragrance department to renewed productivity through creation of innovative POS campaigns and through training and development of stellar new retail assistants. Solicited customer feedback regarding service levels and merchandising; communicated sales goals to all staff and diligently tracked and recognized progress and success. Key Achievements:

* Trained five retail assistants whose sales grew by thirty percent month over month in their first year of employment.
* Introduced new customer loyalty and referral program that increased contact list by 58%.

EDUCATION

**PEPPERDINE UNIVERSITY**, Malibu, CA

Bachelor of Science in Business Administration, June 2018

3.82 GPA

**Activities**

Beta Gamma Sigma; Dean’s List; Rush Chairman, Sigma Chi