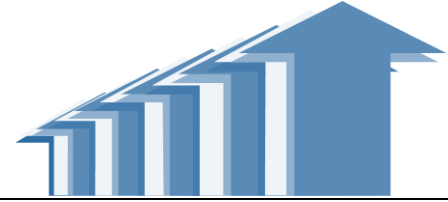


ROBERTO SEATON

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RETAIL MANAGER

Profile

"Customer-first" professional with nearly 10 years of increasingly responsible experience selling an assortment of products to individuals from all demographic and economic backgrounds. **Can be entrusted by senior management to take on – and complete – extra duties, all the while striving to exceed customer and company expectations.** An effective communicator, able to foster and maintain positive ties with clients, staff, and management from all walks of life. WHMIS certified. Computer knowledge includes in-house programs, Word, and Windows 10. **Strives to apply unique blend of flexibility, high energy, and maturity in order to inspire employees to achieve bottom-line success.** Willing to relocate.

Areas of Strength:

Customer Relationship-Building, Loyalty & Retention • Buyer Awareness
Diplomatic Compliant Resolution • Closing Techniques • Employee Scheduling
Goal Setting & Incentive Planning • Inventory Control • Loss Prevention
Mass-Merchandising Techniques • Opening & Closing Procedures • Warehousing Operations
Problem Resolution & Critical Decision-Making • Senior Staff & Vendor Relations
Staff Training & Team Building • Till Set-Up & Reconciliation • Competitive Analysis

Professional Experience

XYZ Store, Port Elgin

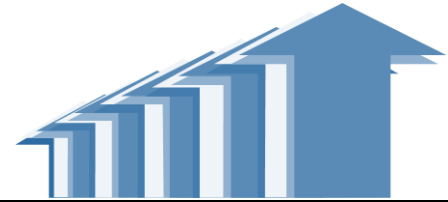
2021 - Present

Assistant Store Manager

Recruited to collaborate with store manager in running entire operations – consisting of 3 departments – spanning 9,800 sq. ft. Specific accountabilities included store opening and closing, managing shipping / receiving / warehouse departments, and addressing a myriad of customer concerns.

Achievements:

- Reorganized all aspects of store – including stockroom, sales floor, exterior grounds, and shop – that had not received proper attention since store opening in Year 2008. Completed this ambitious project in only 3 months.
- Eliminated all metal throw-aways by contacting a local recycler who could haul away such material; also recouped an extra \$500 that the recycler was happy to pay.
- Took the initiative to instruct staff on proper up-selling techniques; as a result, consistently exceeded revenues based on previous year's performance.
- Identified, organized, and successfully sold "discontinued" merchandise valued at \$20,000 – a first at this location.
- Instituted a ruling whereby staff would electronically log off at the end of their shift, thereby easing the end-of-day closing process.



Professional Experience (cont'd)

ABC Furniture, Newmarket

2019 - 2021

2020 - 2021: Senior Sales Consultant / Acting Manager

Promoted – based on history of “repeatedly going the extra mile” – to assume broader level of responsibilities such as staff training, solving an array of problems as they arise, and selling product from entire floor consisting of audio/video, furniture, and appliances departments.

Achievements:

- Credited with generating highest revenue levels for 3 consecutive months in Audio / Visual and Appliance departments.
- Persuaded vendors repeatedly to prioritize repairs for customers based on top-notch commitment to customer satisfaction.
- Hand-picked by Store Manager to serve on the store-wide Health & Safety Committee consisting of managers and non-managers.
- Tapped both by Store Manager and District Manager to travel to Quebec for 2 weeks and open 2 new stores; specific accountabilities included staff support, management, sales, warehouse operations, and customer service.
- Awarded an incentive (out of 45 employees) for exceptional Electronic Product Knowledge.

2019 - 2020: Sales Consultant – Audio/Video and Appliances

XYZ Store, Aurora

2018

Installer

Performed minor repairs and basic service (e.g., oil changes and tire rotations), picked up and delivered customers to specific areas, maintained neatness and orderliness in work area, and oriented new hires.

Achievement:

- Captured extra revenues 85% of the time by seizing the opportunity to “sell up” related products and services.

DEF Detailing, Aurora

2014 - 2017

Automotive Detailer

Achievements:

- Chosen by President – due to ability to meet time-critical deadlines – to work on dealership cars; specific tasks included shampooing and polishing.
- Commended repeatedly by owner of local dealership for commitment to top quality; “Warlock” cars were always sold within 7 days.