

# Alicia Rodriguez

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## PROFESSIONAL SUMMARY

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Dedicated Retail Manager with over 10 years of experience in high end footwear and leather goods. Proven track record of increasing store revenue by 25% through strategic merchandising and staff training. Expert in inventory optimization and providing elite level customer service for luxury clientele.

## WORK EXPERIENCE

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### Senior Store Manager | Heritage Leather & Co. | Chicago, IL

May 2018 - Present

- Orchestrated a store turnaround that resulted in a 30% increase in year over year sales within the first 14 months.
- Managed an annual operational budget of \$1.2 million while consistently maintaining a 98% inventory accuracy rate.
- Led a team of 15 sales associates, implementing a training program that improved the store NPS score from 65 to 88.
- Negotiated with local vendors for exclusive leather accessory lines, contributing to a 10% lift in boutique profit margins.
- Spearheaded the launch of an omnichannel 'Buy Online Pick Up In Store' initiative that secured \$200k in additional annual revenue.

### Assistant Shop Manager | WalkWell Footwear | Evanston, IL

Aug 2014 - Apr 2018

- Accelerated accessory sales by 40% through the introduction of tiered 'Complete Care' kits at the point of purchase.
- Supervised daily operations for a high volume store generating \$4 million in annual turnover.
- Conducted weekly performance audits for the sales team, identifying coaching opportunities that raised individual conversion rates by 5%.
- Managed the visual merchandising for 12 seasonal window displays, leading to a measurable 20% increase in walk-in traffic.

### Shift Supervisor | The Cobbler's Gallery | Chicago, IL

Jun 2011 - Jul 2014

- Controlled stock replenishment for over 500 unique SKUs of leather goods and premium footwear.
- Resolved approximately 15 escalated customer complaints per month with a 100% resolution rate.
- Trained 10 new hires on leather identification and specialty care techniques for exotic skins.
- Assisted in the migration to a new cloud based POS system, reducing checkout times by an average of 45 seconds.

## EDUCATION

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### DePaul University | Bachelor of Science | Business Administration and Retail Management

Sep 2007 - May 2011

### Fashion Institute of Technology | Professional Certificate | Fashion Merchandising

Jan 2012 - Jun 2012

## SKILLS

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Inventory Management, Visual Merchandising, Loss Prevention, Point of Sale (POS) Systems, Supply Chain Coordination, Staff Training & Mentoring, Performance Appraisals, Conflict Resolution, Customer Relationship Management (CRM), Sales Coaching, Leather Grading & Types, Shoe Construction Knowledge, Luxury Brand Positioning, Product Care & Maintenance, Trend Analysis Management

## CERTIFICATIONS

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Certified Professional Retailer (State Board) | NRF Foundation (Nov 2019)

Leather Goods Technical Specialist | Leather Working Group (Apr 2016)

## LANGUAGES

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English (Native)

Spanish (C2 - Bilingual)

## ACTIVITIES

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### **Volunteer Fashion Mentor**

Assisting youth in underprivileged communities to prepare for retail careers.

### **Sustainable Retail Conference**

Frequent attendee and occasional panelist on ethical leather sourcing.