

Alicia Rodriguez

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PROFESSIONAL SUMMARY

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

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

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

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

Certified Professional Retailer (State Board) | NRF Foundation (Nov 2019)
Leather Goods Technical Specialist | Leather Working Group (Apr 2016)

LANGUAGES

English (Native)
Spanish (C2 - Bilingual)

ACTIVITIES

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.

CV example from guide at vitae.so