

Robert L. Sterling

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PROFESSIONAL SUMMARY

Results-driven Retail Manager with over 10 years of experience in the premium tobacco industry. Proven track record of increasing annual store revenue by 25% through curated product selection and specialized staff training. Expert in humidor maintenance, vendor relations, and ensuring 100% compliance with federal and state tobacco legislation.

WORK EXPERIENCE

General Manager | Heritage Tobacco & Spirits | Miami, FL

May 2018 - Present

- Managed all facets of a flagship \$3.5M boutique cigar and tobacco lounge.
- Increased year-over-year revenue by 22% through the introduction of a premium membership program.
- Directed a team of 12 associates, reducing staff turnover by 40% via new incentive structures.
- Negotiated exclusive distribution rights with 3 major Central American brands, increasing margin by 15%.
- Oversee maintenance of a 500-square-foot walk-in humidor with 99.9% uptime on climate control systems.
- Facilitated monthly luxury events that averaged \$15k in additional revenue per weekend.

Store Manager | Coastal Cigar Company | Fort Lauderdale, FL

Feb 2014 - Apr 2018

- Spearheaded the opening of a second retail location, reaching profitability 4 months ahead of schedule.
- Implemented a new cloud-based inventory system that reduced annual shrinkage by \$8,500.
- Conducted weekly training sessions on luxury tobacco sales, raising the average ticket price by 14%.
- Ensured 100% compliance with Florida DBPR tobacco regulations over a four-year period.
- Managed a diverse inventory of over 1,500 SKUs encompassing cigars, pipes, and smoker accessories.

Assistant Store Manager | Pipes & Leaf Retailers | Orlando, FL

Jun 2011 - Jan 2014

- Optimized the supply chain for accessory products, resulting in a 10% reduction in procurement costs.
- Developed a local SEO and social media strategy that led to a 25% increase in monthly store foot traffic.
- Supervised daily cash handling and bank deposits for a retail operation generating \$1.2M annually.
- Created a seasonal promotion calendar that successfully cleared 95% of slow-moving inventory.

EDUCATION

University of Miami | Bachelor of Business Administration | Retail Management

Aug 2007 - May 2011

Florida International University | Professional Certificate | Hospitality Management

Jan 2012 - Dec 2012

SKILLS

Inventory Management, Profit & Loss (P&L) Oversight, Vendor Partnerships, CRM Systems, Point of Sale (POS) Optimization, Humidor Climate Control, Cigar/Pipe Tobacco Blending Knowledge, Regulatory Compliance (FDA/PACT Act), Age Verification Protocols, Luxury Brand Positioning, Staff Recruitment & Training, Performance Mentoring, Conflict Resolution, Schedule Coordination, Strategic Planning

CERTIFICATIONS

Tobacconist Association of America (TAA) Training | TAA Retailer Program (2019)
NRF Retail Management Certification | National Retail Federation (2015)

LANGUAGES

English (Native)
Spanish (Professional Working Proficiency)

ACTIVITIES

Convention Speaker

Presented on 'Humidity Control in Boutique Environments' at the 2022 Premium Cigar Association Trade Show.

Community Business Liaison

Serve as a board member for the Miami Small Business Alliance, fostering local commerce initiatives.