

**JACK JEFFERSON**  
123 Any Street  
Any City, State 55555

(123) 555-1234  
Cellular/Messages: (123) 777-5678  
e-mail: JackJefferson@earthlink.net

A proactive, resourceful manager with six years of experience in retail management. Possesses strong communication, analytical, leadership and organizational skills supporting sales and merchandising departments for industry leading companies.

## EXPERIENCE

**Bejeweled, Inc.**, Pomona, California

2004-Present

### Division Merchandising Supervisor

Directed 15 area representatives on jewelry merchandising, covering a territory of 1,250 stores from 13 chain accounts for the nation's fourth largest accessory company with sales of \$850 million. Supervised the execution of field merchandising programs, point-of-sale initiatives and new items.

- Analyzed by-store and by-chain merchandising opportunities and guided representatives on strategies that grew the company's market-share by 25%.
- Improved up-selling performance by coaching representatives and implementing the company's sales methods.
- Trained six new hires on the execution of required job responsibilities and effective business principles.
- Reviewed and tracked weekly reports that maximized the quantity and quality of daily store calls per representative.
- Monitored macro-level product quality trends across a large geographic region and reported issues to management.
- Created and managed the competitive item and promotional ad databases, which provided market information to the supply sales and marketing teams.
- Provided weekly comprehensive internal market updates for senior management conference meetings.

**E-Z In Mart**, Los Angeles, California

2000-2004

### Field Representative (2003-2004)

Supervised 15 convenience/gasoline stores to ensure operations complied with retail marketing standards for one of the world's largest convenience store franchiser with more than 29,500 units and \$45 billion in sales. Managed a territory with annual merchandise sales totaling \$17.5 million and annual gasoline sales totaling 15 million gallons. Directed the hiring and training of 160 employees, including managers, assistant managers and sales associates.

- Analyzed sales and financial reports to create strategic plans needed to exceed the stores' budget.
- Directed meetings with managers, improving marketing, sales, expense control and store image.
- Coached staff in ordering, merchandising, loss prevention and customer service/quality assurance procedures.
- Conducted shrinkage with employees to minimize cash and merchandise loss.

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**E-Z In Mart, Continued**

- Developed relationships with vendors, maximizing in-stock levels needed to meet customer demands.
- Created case studies and presented conclusions to division management for improved operations.
- Conducted monthly category presentations at marketing meetings to promote marketing initiatives.

**Franchise Field Representative (2000-2003)**

Promoted the recommended corporate business plan within the franchise community. Advised E-Z In Mart franchise owners on effective retail marketing practices.

- Led franchise owners in the rollout of marketing initiatives and new items.
- Analyzed sales and financial reports to create strategic plans needed to achieve the gross profit budget in each store.
- Coached staff in ordering, merchandising, loss prevention and customer service/quality assurance procedures.

**EDUCATION**

**University of California, Los Angeles, Los Angeles, California**

**Bachelor of Arts, Anthropology, 1999**

**OTHER SKILLS**

Proficient in MS Word, Excel and PowerPoint