



# Olivia Bennett

## Assistant Manager

Goal-driven shoe store assistant manager with 5+ years of experience in footwear retail, specializing in sales target achievement, team training, and customer experience optimization. Exceeded monthly sales targets by 20%, boosted customer traffic by 15% through store layout improvements, and increased loyalty program enrollment by 30% at Step Up Shoes. Skilled at developing knowledgeable sales teams and creating in-store environments that convert foot traffic into loyal customers.



San Diego, CA



(555) 000-0000



email@example.com

## KEY SKILLS

- Upselling and consultative selling techniques
- Team development and product knowledge training
- Visual merchandising and store layout optimization
- Customer relationship management and loyalty programs
- Loss prevention and inventory control
- Sales target tracking and performance reporting
- Staff scheduling and shift management
- Vendor coordination and product replenishment
- Return reduction and customer satisfaction strategies

## PROFESSIONAL EXPERIENCE

### ASSISTANT MANAGER | STEP UP SHOES | SAN DIEGO, CA FEBRUARY 2019 – PRESENT

- Exceeded monthly sales targets by 20% consistently over 3 years by implementing structured upselling programs and training staff on fit-and-comfort consultative selling techniques
- Managed store layout improvements across 6 seasonal resets, boosting average customer traffic by 15% through strategic product placement and improved navigational flow
- Reduced product returns by 10% by developing and delivering a comprehensive staff training program on product knowledge, fit assessments, and customer education
- Grew loyalty program enrollment by 30% within 12 months by coaching all sales associates on membership benefits and integrating sign-up conversations into every transaction
- Maintained inventory accuracy for 1,200+ SKUs by conducting weekly cycle counts and resolving discrepancies within 24 hours of identification
- Supervised a team of 8 associates across peak and off-peak schedules, maintaining full staffing levels during high-traffic seasonal periods with zero unplanned coverage gaps

### SALES ASSOCIATE | COMFORT WALK SHOES | LOS ANGELES, CA JULY 2016 – JANUARY 2019

- Delivered personalized footwear consultations to customers, building a returning customer base that drove a 30% increase in loyalty program enrollment over 18 months
- Assisted in planning and executing 4 promotional events per year, contributing to an average 12% sales boost during each event period
- Maintained backroom inventory organization and executed daily replenishment for 600+ shoe SKUs, supporting floor-ready standards throughout the shift
- Achieved top individual sales performance in a team of 10 during 6 of 12 months in final year, earning the store's quarterly sales recognition award twice

## EDUCATION

- Bachelor of Arts in Retail Management  
California State University | Los Angeles, CA | May 2016