


# Sophia Lewis

## Clothing Store Assistant Manager

Fashion-savvy clothing store assistant manager with 7+ years of experience driving sales growth and visual merchandising excellence. Increased monthly sales by 18%, boosted store foot traffic by 25% through seasonal promotional events, and improved team efficiency by 15% at Style & Trends. Recognized for blending creative merchandising with strong leadership to build high-performing sales teams in competitive fashion retail environments.

### CONTACT INFORMATION

 (555) 000-0000

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 Portland, OR

### KEY SKILLS

- Visual merchandising and display creation
- Sales team training and coaching
- Inventory management and shrinkage control
- Customer relationship management
- Seasonal promotion planning and execution
- Staff scheduling and shift coverage
- Fashion trend awareness and product curation
- Loss prevention and compliance
- Sales reporting and KPI monitoring

### PROFESSIONAL EXPERIENCE

#### ASSISTANT MANAGER | STYLE & TRENDS | PORTLAND, OR JANUARY 2021 – PRESENT

- Increased monthly sales by 18% by implementing visual merchandising strategies including seasonal feature walls, outfit-based displays, and coordinated cross-category placement
- Trained and coached a team of 10 sales associates on upselling techniques and wardrobe consultation skills, improving team efficiency scores by 15% over 6 months
- Coordinated 4 major seasonal promotional events per year including in-store styling sessions and influencer preview nights, boosting foot traffic by 25% during event periods
- Managed inventory for 2,000+ clothing SKUs, conducting weekly cycle counts and maintaining shrinkage below 1% through proactive loss prevention procedures
- Developed a 30-day onboarding plan for new associates covering brand standards, product knowledge, and selling techniques, reducing time-to-productivity by 2 weeks
- Monitored daily and weekly sales KPIs across all product categories, adjusting floor placement and promotional focus to respond to real-time performance data

#### SALES ASSOCIATE | FASHION FORWARD BOUTIQUE | EUGENE, OR AUGUST 2017 – DECEMBER 2020

- Earned top salesperson recognition for 3 consecutive quarters, exceeding monthly individual sales targets by an average of 22% through strong styling consultation and upselling
- Supported inventory restocking and executed 6 floor resets for new product launches per year, maintaining visual standards and minimizing off-floor time for featured items
- Built a loyal personal customer base of 40+ clients, proactively contacting them about new arrivals and promotions to drive repeat visits and incremental revenue
- Assisted in training 5 new seasonal associates during peak holiday hiring, covering product knowledge, customer engagement, and register operation procedures

### EDUCATION

- Bachelor of Arts in Retail Management  
University of Oregon | Eugene, OR | May 2015