






Mia Parker

Electronics Store Assistant Manager

Tech-savvy electronics retail assistant manager with 7+ years of experience driving revenue, optimizing inventory, and delivering exceptional customer experiences. Increased warranty sales by 25%, improved individual staff sales performance by 20%, and reduced inventory discrepancies by 15% at TechSource Electronics. Expert in consumer electronics product knowledge, warranty and accessory upselling, and developing technically skilled sales teams in competitive electronics retail environments.

CONTACT INFORMATION

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-  email@example.com
-  Chicago, IL

EDUCATION

Bachelor of Science in Business Administration
University of Illinois | Urbana-Champaign, IL
May 2017

KEY SKILLS

- Consumer electronics product knowledge
- Warranty and accessory upselling strategies
- Team leadership and sales coaching
- Inventory control and audit management
- Customer experience and service excellence
- Product demonstration and in-store events
- Sales reporting and KPI analysis
- Loss prevention and shrinkage control
- Staff scheduling and performance management

PROFESSIONAL EXPERIENCE

- Assistant Manager, TechSource Electronics | Chicago, IL**
February 2019 – Present
 - Increased warranty attachment sales by 25% by implementing staff incentive programs and delivering targeted training on warranty value-add conversations at the point of sale
 - Trained and developed a team of 10 sales associates on product features, technical specifications, and consultative selling skills, improving individual sales performance by 20% within 90 days
 - Reduced inventory discrepancies by 15% through bi-weekly detailed audits across 2,500+ SKUs and an improved receiving verification process for high-value electronics
 - Managed store operations during 4 major product launch events annually, coordinating staff deployment, vendor support, and customer flow for events generating \$80,000+ in single-day revenue
 - Monitored weekly sales KPIs across product categories, identifying underperforming lines and implementing floor placement and promotional adjustments that recovered an average 12% in lost sales
 - Supervised daily loss prevention procedures including high-value display security checks, inventory tag audits, and register reconciliation, maintaining shrinkage below 0.5% annually
- Sales Specialist, Gadget World | Naperville, IL**
June 2017 – January 2019
 - Conducted expert product demonstrations for 30+ customers daily, improving customer conversion rates by 18% and consistently ranking in the top 2 of 12 store sales specialists
 - Assisted in planning and executing 4 promotional events per year, contributing to a 15% increase in weekend revenue during each event and earning team MVP recognition twice
 - Maintained expert-level product knowledge across smartphones, laptops, and home electronics, completing 6 manufacturer certification programs to support consultative customer conversations
 - Assisted in weekly inventory counts for high-value display items, identifying discrepancies and coordinating resolution with the assistant manager within 48 hours