



Noah Williams

Sporting Goods Store Assistant Manager

Active sporting goods assistant manager with 5+ years of experience leading teams and driving sales in athletic and outdoor retail. Increased sales by 20%, managed \$750,000 in inventory at 95% accuracy, and boosted customer engagement by 30% through weekly product demonstrations at Adventure Gear Co. Passionate about outdoor recreation and skilled at translating deep product knowledge into expert customer consultations and team training that directly impact sales performance.

CONTACT INFORMATION



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San Diego, CA

EDUCATION

Bachelor of Science in Marketing
University of Southern California | Los Angeles, CA

May 2019

KEY SKILLS

- Outdoor and athletic gear product expertise
- Staff mentorship and product knowledge training
- Sales growth strategies and upselling
- Inventory control and stock accuracy
- Vendor coordination and product sourcing
- Customer engagement and product demonstrations
- Visual merchandising and seasonal displays
- Loss prevention and security procedures
- Sales reporting and KPI monitoring

PROFESSIONAL EXPERIENCE

ASSISTANT MANAGER | ADVENTURE GEAR CO. | SAN DIEGO, CA MARCH 2021 – PRESENT

- Increased total store sales by 20% by training staff on product knowledge and structured upselling conversations, focusing on high-margin accessory and apparel categories
- Managed inventory valued at \$750,000 across 2,000+ SKUs, maintaining a 95% accuracy rate through weekly cycle counts and a real-time exception tracking process
- Led weekly in-store product demonstrations for outdoor gear, athletic equipment, and seasonal apparel, boosting customer engagement scores by 30% and increasing demo-day conversion rates by 18%
- Coordinated with 8 sporting goods vendors on seasonal promotional events and exclusive product launches, generating an average 22% sales lift during each vendor-supported promotion
- Supervised a team of 10 associates on floor coverage, customer consultations, and event setup, maintaining full staffing during peak weekend and holiday periods
- Reduced shrinkage from 1.8% to 0.9% over 18 months by implementing daily high-value inventory checks, improved display security, and associate accountability training

SALES REPRESENTATIVE | SPORTS HAVEN | LOS ANGELES, CA JUNE 2019 – FEBRUARY 2021

- Provided expert outdoor gear recommendations to 30+ customers daily, building a returning customer base that contributed to a 15% increase in loyalty program enrollment over 12 months
- Assisted in organizing 4 in-store promotional events per year, supporting product demonstrations and vendor setup that contributed to a 10% increase in event-period sales
- Maintained expert knowledge across camping, cycling, and team sports categories, completing 4 manufacturer training certifications to support in-depth customer consultations
- Supported daily inventory counts for high-velocity and high-theft product categories, flagging discrepancies and coordinating resolution with the assistant manager within 24 hours