

# John Taylor

## Retail Assistant Store Manager

Dynamic assistant store manager with 10+ years of retail experience, specializing in sales performance optimization, team development, and visual merchandising. Increased store revenue by 22%, improved team lead sales performance by 18%, and drove a 12% boost in customer traffic through strategic merchandising at BrightLine Retail. Proven ability to analyze sales trends, coach high-performing teams, and execute retail operations at a consistently high level.

### CONTACT INFORMATION



(555) 000-0000



email@example.com



Atlanta, GA

### EDUCATION

May 2014 | Bachelor of Science  
in Marketing

Georgia State University |  
Atlanta, GA

### KEY SKILLS

- Sales forecasting and trend analysis
- Employee performance coaching and mentorship
- Visual merchandising and store layout
- Loss prevention strategies and compliance
- Vendor relations and inventory replenishment
- Retail operations and standards compliance
- Customer loyalty program management
- Staff scheduling and labor budget oversight

### PROFESSIONAL EXPERIENCE

Assistant Store Manager | BrightLine Retail | Atlanta, GA |  
March 2017 – Present

- Increased store revenue by 22% by analyzing weekly sales trend reports and dynamically adjusting inventory allocation and promotional focus areas
- Mentored 5 team leads through structured 1-on-1 coaching sessions, improving their individual sales performance by an average of 18% within 90 days
- Enhanced visual merchandising strategies across 8 departments, resulting in a 12% boost in customer traffic and a 9% increase in average transaction value
- Managed loss prevention protocols including daily reconciliation, surveillance review, and staff accountability programs, reducing shrinkage by 14% year-over-year
- Partnered with vendors to negotiate pricing and promotional placement, securing \$25,000 in annual cost savings and 3 exclusive in-store promotional events
- Supervised a team of 18 associates across full- and part-time schedules, maintaining 95% shift coverage with a turnover rate 20% below the regional average

Retail Associate | Style Avenue | Savannah, GA |  
August 2014 – February 2017

- Implemented customer loyalty program enrollment strategies, increasing repeat purchase rates by 20% and growing the active member base by 300 customers in 18 months
- Maintained strict compliance with inventory policies, reducing stock discrepancies by 10% through accurate cycle counts and timely exception reporting
- Delivered consistent top-5 sales performance in a team of 12 associates, exceeding monthly individual sales targets by an average of 15%
- Supported floor resets and promotional execution for 4 seasonal merchandise changeovers per year, completing all resets within allotted timeframes

