

Emma Roberts

Liquor Store Assistant Manager

Knowledgeable liquor store assistant manager with 6+ years of experience in alcohol retail, combining regulatory compliance expertise with strong sales and team development skills. Increased monthly sales by 15%, reduced stock discrepancies by 20%, and maintained full state compliance through consistent staff training at Cheers Liquor. Expert in alcohol sales law, premium product promotions, and inventory auditing in a high-volume retail environment.

EDUCATION

Associate Degree in Retail Operations

Nevada Community College | Las Vegas, NV
May 2015

KEY SKILLS

- Alcohol sales compliance and state law training
- Inventory auditing and shrinkage control
- Premium product sales and promotional planning
- Team training and new hire onboarding
- Cash handling and daily deposit accuracy
- Vendor relations and product selection
- Customer service and product recommendation
- Loss prevention and security procedures
- Staff scheduling and shift management

PROFESSIONAL EXPERIENCE

Assistant Manager | Cheers Liquor | Las Vegas, NV,
September 2018 – Present

- Increased monthly sales by 15% by developing and executing targeted promotional campaigns for premium and craft spirits, including in-store tasting events and curated display placements
- Reduced stock discrepancies by 20% through implementation of rigorous bi-weekly inventory audits and improved receiving verification procedures
- Trained all staff on Nevada state alcohol sales laws and responsible service requirements, maintaining 100% compliance across every regulatory inspection since 2019
- Managed daily cash handling and weekly deposit procedures totaling \$30,000+ with zero discrepancies across a 5-year tenure
- Coordinated with 8+ vendors to negotiate purchase pricing and secure exclusive promotional allocations, reducing cost of goods by 8% on featured premium SKUs
- Supervised a team of 7 employees, conducting quarterly performance reviews and developing individual sales improvement plans that boosted team average sales per transaction by 12%

Sales Associate | Downtown Spirits | Reno, NV,
June 2015 – August 2018

- Assisted in launching 3 new premium product lines, creating educational shelf talkers and conducting customer tastings that increased overall customer satisfaction scores by 10%
- Managed daily cash deposits of up to \$5,000 with 100% accuracy, adhering to all company cash-handling protocols throughout a 3-year tenure
- Built product knowledge expertise across 500+ SKUs in wine, spirits, and beer, regularly assisting customers with pairing and gifting recommendations
- Supported store events and promotional weekends that generated a 20% increase in weekend foot traffic during key holiday periods