




Blake Allen

Outlet Store Manager

Outlet Store Manager with a talent for seasonal planning and customer retention

8 years of experience managing outlet retail environments with fluctuating volume. Known for anticipating trends, increasing off-season sales, and building strong relationships with regular customers.

CONTACT

 000-000-0000

 email@email.com

 City, ST

KEY SKILLS

- Customer loyalty programs
- Off-season inventory strategy
- Price markdown optimization
- Sales associate coaching
- Seasonal hiring
- Store layout planning

EDUCATION

Bachelor of Arts in Marketing
University of Missouri
June 2015

PROFESSIONAL EXPERIENCE

Store Manager | Nike Factory Store, Kansas City, MO
May 2019 - Present

- Increased off-season sales by 32% through email promotions and tailored markdowns
- Reduced seasonal labor costs by 18% by developing a flexible part-time staffing model
- Implemented layout changes that improved basket size by 12%

Sales Manager | Adidas Outlet, Independence, MO
April 2016 - April 2019

- Managed outlet store performance and achieved the highest conversion rate in the district two years in a row
- Trained seasonal workers, 25% of whom returned for additional seasonal employment
- Monitored competitor pricing and advised on markdown strategy