

Melissa Hall

Retail Manager

Store manager with 6 years leading high-volume specialty retail. Strong on coaching, scheduling, and turning around underperforming locations. Reopened a store after renovation and brought comp sales back ahead of plan within two quarters.

EDUCATION

B.S. Marketing, University of Minnesota, 2017

ServSafe and First Aid certified

KEY SKILLS

- P&L ownership
- Store turnaround
- Coaching and succession planning
- Labor planning and scheduling
- Shrink and loss prevention
- BOPIS / omnichannel rollout
- Vendor relationships
- Workday and Kronos
- Visual merchandising

PROFESSIONAL EXPERIENCE

Store Manager | Maplewood Pet Supply, Minneapolis, MN,
2020 – Present

- Manage a \$5.1M location with 27 team members across full and part-time roles.
- Turned around a bottom-quartile store: comp sales up 14.7% in year one, then up another 6% in year two.
- Cut associate turnover from 71% to 38% by redesigning onboarding and adding a 30-60-90 check-in.
- Hit shrink target of under 1.1% for 9 straight quarters.
- Selected to pilot a new BOPIS workflow; rolled out to 12 stores in the region after testing.

Assistant Store Manager | Maplewood Pet Supply, St. Paul, MN,
2018 – 2020

- Supported a \$3.8M store with 19 staff; ran operations side while SM led merchandising.
- Reduced overtime spend by about 28% through better mid-week schedule tuning.
- Led the loss-prevention partnership with district AP manager; closed two internal investigations.

Department Supervisor | Cedarwood Garden Center, Bloomington, MN,
2017 – 2018

- Ran the live goods department through two spring seasons.
- Hit attach-rate goal on soil and fertilizer every weekend in Q2 2018.
- Trained 6 seasonal staff each spring on plant care and customer questions.