



REGINALD OKAFOR

Store manager with 12 years in big-box and specialty retail, including 6 years running locations of \$4M to \$7M in annual volume. Built two stores from soft-open to top-quartile ranking in the region. Strong on P&L, payroll forecasting, and turning around underperforming teams.

CONTACT INFORMATION



(480) 219-6654



r.okafor@example.com



Linkedin.com/in/reginaldokafor



Phoenix, AZ

EDUCATION

B.S., Business Administration
Arizona State University
May 2013

- Retail Management Certificate, Western Association of Food Chains, 2019

KEY SKILLS

- P&L ownership and forecasting
- Payroll planning (Kronos, UKG)
- Shrink and loss prevention audits
- Hiring and bench building
- District reporting and weekly business reviews
- Visual merchandising standards
- OSHA and labor-law compliance
- Vendor and rep management
- Community marketing events
- Bilingual: English / Igbo

PROFESSIONAL EXPERIENCE

- **Store Manager, Northcrest Outdoor Co., Phoenix, AZ**
February 2021 – Present
 - Manage a 24-person team in a \$6.2M flagship; finished FY24 at 107% of comp sales plan.
 - Reduced annual turnover from 78% to 41% by rebuilding the onboarding plan and adding a 60-day check-in.
 - Hold payroll at 9.1% of sales (target 9.5%) without cutting weekend coverage.
 - Partnered with district LP to run quarterly audits; shrink came in at 0.7%, best of 11 stores in the region.
 - Lead community events 4 to 6 times a year (trail clean-ups, gear demos) that drive about 200 first-time visits each.
- **Store Manager, Halberd Sporting Goods, Tucson, AZ**
September 2018 – January 2021
 - Took over a bottom-quartile store and moved it to top 25% of the region within 14 months.
 - Rebuilt the assistant manager bench; promoted three internal hires to ASM roles.
 - Held weekly business reviews with department leads; comp sales improved 11 of 14 reporting periods.
 - Owned the full P&L: sales, payroll, supplies, and damages.
 - Cleared a 9-month backlog of stockroom overstock and recovered roughly \$58,000 in saleable inventory.
- **Assistant Store Manager, Halberd Sporting Goods, Mesa, AZ**
June 2015 – August 2018
 - Second-in-command for a 32-person store; primary closer five nights a week.
 - Owned softlines department: visual sets, markdowns, and vendor returns.
 - Coached two associates into shift lead roles.
 - Ran new-hire orientation and quarterly compliance trainings.