



DEVIN CRENSHAW

Department manager with 6 years leading customer-facing and operations teams of 15-30. Track record of fixing underperforming units, hitting quarterly targets, and building bench strength through clear coaching.

CONTACT INFORMATION



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Tempe, AZ

EDUCATION

A.A.S. Retail Management
Maricopa Community College
May 2018

- Dale Carnegie Leadership Course, 2021

KEY SKILLS

- Labor planning and scheduling
- P&L basics
- NPS and customer experience
- Coaching and progressive discipline
- Loss prevention and shrink
- Hiring and interviewing
- Workday and Kronos
- Conflict resolution
- Visual merchandising

PROFESSIONAL EXPERIENCE

- **Customer Experience Manager, Saguaro Home & Hardware, Tempe, AZ**
February 2022 – Present
 - Manage a department of 28 associates across two shifts; own NPS, returns processing, and front-end labor budget.
 - Lifted store NPS from 41 to 67 in 14 months by rebuilding the greeter rotation and complaint-resolution script.
 - Reduced return-related labor hours by about 19% after introducing a tablet-based intake form.
 - Run quarterly career conversations with all direct reports; promoted 4 associates into specialist or lead roles in 2024.
 - Backup MOD for the store, typically 2-3 closing shifts a week.
- **Assistant Manager, Foothills Athletic Co., Mesa, AZ**
September 2019 – January 2022
 - Second-in-command for a \$5.8M volume store with 22 associates.
 - Owned weekly schedules and labor reporting; held labor within 1 point of plan for 9 straight quarters.
 - Led the loss-prevention partnership with the district team; shrink dropped from 1.9% to 1.1%.
 - Trained two associates who later moved into assistant manager roles in the district.
- **Sales Lead, Foothills Athletic Co., Chandler, AZ**
June 2018 – August 2019
 - Ran weekend shifts for a 12-person team; consistently top-5 store in the district for conversion.
 - Built a peer training binder for new sales leads, still used at three locations.