



Tariq Whitmore

ENTREPRENEUR

Retail entrepreneur with 12 years of experience who opened 4 store locations across southern Oregon and grew year-over-year revenue by 64% through a seasonal product rotation strategy and in-store events. Skilled in customer acquisition, site selection, lease negotiation, and revenue forecasting using QuickBooks, HubSpot CRM, and Salesforce CRM.

CONTACT INFORMATION



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KEY SKILLS

- QuickBooks
- HubSpot CRM
- Salesforce CRM
- Site Selection and Lease Negotiation
- Revenue Forecasting
- Customer Acquisition Strategy
- Vendor and Supplier Relations
- Market Analysis
- Retail Operations

PROFESSIONAL EXPERIENCE

Entrepreneur | Umpqua Ridge Outfitters LLC, Roseburg, OR | 2019 – Present

- Opened 4 store locations across southern Oregon in 5 years, negotiating leases and managing build-outs that averaged 47 days each from signing to grand opening.
- Grew year-over-year revenue by 64% in the second full year by launching a seasonal product rotation strategy and hosting 18 in-store events.
- Increased customer acquisition by 38.9% over 14 months through geo-targeted ad campaigns and referral incentives tracked in HubSpot CRM.
- Managed all bookkeeping and tax filings in QuickBooks, maintaining cash reserves above \$72,300 across four operating accounts.

Co-Founder | Coquille Basin Trading Co., Coos Bay, OR | 2016 – 2019

- Expanded from 1 to 2 store locations within 26 months, with the second location generating \$891,400 in its first full year.
- Drove a 43.1% increase in new customer sign-ups by redesigning the loyalty card program and adding a referral bonus tier.
- Tracked sales pipeline and repeat-buyer patterns in Salesforce CRM, converting 34.6% of first-time buyers into recurring customers within 90 days.

Business Development Associate | Rogue Valley Commerce Group, Grants Pass, OR | 2014 – 2016

- Identified 3 viable retail sites for the company's expansion plan by conducting foot-traffic studies and demographic analyses over 8 weeks.
- Boosted regional customer acquisition by 33.7% after building co-marketing agreements with 11 complementary local businesses.
- Prepared monthly revenue forecasts and expense summaries in Microsoft Office Suite, reducing budget variance from \$15,800 to \$4,610 per quarter.

EDUCATION

BBA Entrepreneurship

Ohio University, Athens, OH | 2010 – 2014