**Jennifer** Conner

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# Profile

* I am an established Store Manager with 5+ years of strong experience, 3 of which have been spent in a seasonally busy environment.
* I have proven myself to be a highly capable leader with the ability to manage and motivate a team to secure consistent high performance.
* My focus on driving store sales, increasing profitability and maximising performance has led to impressive results.
* I have led a team of 12 for the past 3 years, taking them from hitting around 50% of their individual and store monthly targets at the start to hitting or exceeding target every month consistently for the past 29 months.
* Over the same period we have exceeded our store targets every month and our store is currently ranked #4th for sales of 170 stores nationwide.
* In my previous role, my creative ideas led to an impressive increase in sales and enquiries, whilst my management skills led to a substantial reduction in staff turnover.
* I am looking for a new opportunity due to relocation.

# Work history

## Store Manager

### The Chocolate Shoppe (TCS), Derby

#### April 2018 – date

#### Responsibilities

* Managing this busy city-centre store with a team of 12.
* Dealing with all aspects of store management – recruiting, training, HR/operations, merchandising/visual, collating and analysing data, reporting to head office and making data driven decisions.
* Driving team performance through effective communication of TCS vision and goals, and leading by example. <https://www.cvtemplatemaster.com>
* Ensure all sales related policies and procedures are maintained.
* Ensure all staff provide the highest level of customer service.
* Resolving all client complaints quickly and effectively.
* Maximise all sales opportunities in-store through timely implementation of TCS promotions, offers and marketing initiatives. <https://www.cvtemplatemaster.com>
* Leading the team to increase membership sign ups and improve member engagement.

#### Achievements

* When I took over the team, they were hitting about 50% of their individual and team targets on average. For the past 20 months they have hit or exceeded all individual and team targets, every month.
* Increased UPT from an average of 2.1 to 4.7 over the past 3 years.
* Increased average transaction from an average of £5.98 to an average of £16.67 over the past 3 years.
* During my 3 years as Store Manager, our store has gone from #129 to #4 in sales out of 170 branches nationwide.

## Assistant Store Manager

### Homebase, Derby

#### March 2015 – March 2018

#### Responsibilities:

* Ensuring an elevated level of sales and service is practiced by all staff; leading by example.
* Assisting the store manager in recruiting, training and developing the team of around 20 staff.
* Assisting in ensuring the integrity of payroll / payroll process.
* Evaluating staff performance and providing on-the-spot feedback in line with store objectives.
* Resolving human resource issues quickly and effectively manner.
* Ensuring store and personnel always look professional and on-brand, in line with brand guidelines.

#### Achievements:

* Introduced several ideas to reduce staff turnover by 35% since taking the role
* Increased store sales on particular lines by 15%+ year 1, 25% year 2 and 27% year 3 through introduction of my own ideas, including new area in front of tills for monthly promotions, female-focused DIY area, new caddy in front of tills with frequently needed items, new demo garden patch with bundled products
* Drove kitchen enquiries up 35% in a year through introduction of new kitchen booth area with sample kitchen packages that I created and mocked up using CAD software.

## Store Assistant

### B & S, Derby

#### June 2013 – February 2015

#### Responsibilities: <https://www.cvtemplatemaster.com>

* Greeting customers, operating the till, processing transactions and refunds.
* Ensuring shop floor is clean, tidy, well presented and fully stocked in line with company policy.

# Skills

Through my current role as Store Manager and previous role as Assistant Store Manager, I have excellent references who will attest to the following skills and abilities:

* Always exploring new and innovative ways to increase sales performance, with proven results.
* Ability to multi-task and work under pressure.
* Ability to plan and prioritise workloads and delegate accordingly.
* Attention to detail and good retention.
* Knowledge and skills to create a safe and secure store environment.
* Capacity to grasp new concepts quickly.
* Driven, energetic and target-orientated.
* Effective leader with the ability to motivate others.
* Able to react quickly and positively to changing priorities.
* Responsible, hardworking, reliable. <https://www.cvtemplatemaster.com>
* Sales and customer service minded.
* Self-confident, with plenty of determination and dedication.
* Shrewd business sense and well-developed commercial awareness.
* Skilled at coaching, mentoring and developing my team to deliver on the company’s goals and priorities.
* Team player, collaborative, flexible.

# Education

### Vision2Learn, April 2017 – April 2020

* Level 2 Certificate in Customer Service
* Level 2 Certificate in Business and Administration
* Level 2 Certificate in Equality and Diversity
* Level 2 Certificate in Lean Organisation Management Techniques

### Redhill Academy, June 2013

* 7 GCSEs grade C and above including Maths (B) and English (B)

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