

WALTER REID

Wltreid@yahoo.com | 757-813-1048 | Newport News, VA 23608

PROFESSIONAL PROFILE

Results-driven team leader with a strong desire to build strategic, successful campaigns to drive profits, increase market share and cement industry dominance for demanding customers. I am a focused, performance-minded manager with proven skills in project management, team building, training, and employee development. I am ready to offer ten years of sales experience to a new role dedicated to achieving exceptional results on tight timetables.

EDUCATION

Southern New Hampshire University, Manchester, NH

Master of Science in Human Resource Management

Bachelor of Science in Business Administration; Concentration Human Resource Management

SKILLS

- | | | |
|---------------------|----------------------|-------------------|
| • Active Listening | • Trainer | • Marketing |
| • Business Strategy | • Clients Management | • Sales |
| • Self-Motivated | • Customer Service | • Staffing |
| • Time Management | • Onboarding | • Time Management |

PROFESSIONAL EXPERIENCE

Store Market Manager, Mattress Firm, Newport News, VA

December 2012-Present

- Evaluate metric and share insights on staff development, evaluation, and turnover.
- Train, oversee, and monitor coworkers' commitment to exceptional customer service.
- Created local marketing campaigns to drive incremental traffic in local stores.
- Developing department goals, objectives, and systems.
- Provide exceptional customer service and drive sales by executing Mattress Firm's exclusive Buying Process.
- Initiated cross-functional training to improve productivity, resource utilization and motivations.
- Successfully supervised and followed the change management process for smooth delivery.
- Analyzed consumer behaviors and market trends, adjusting email and advertising campaigns based on current knowledge.
- Partnered with sales representatives during customer consultations to build agency and customer relations.
- Collaborated with sales, service, finance, and logistics departments to influence critical business growth outcomes.
- Measured and reported on marketing campaign performance, gained insights, and compared results against goals to identify strengths and weaknesses.
- Exceeded team goals and resolved issues by sharing and implementing customer service initiatives.
- Conducted research and development on existing and emerging products to highlight benefits and attract retention.
- Executed updated marketing plans to increase branding exposure, customer traffic and sales.
- Strategized approaches to meet objectives and capitalize on emerging opportunities.
- Cultivated customer and distributor rapport to increase retention rates and drive goal achievement.
- Captured new customers by optimizing business strategies and launching products to diversify offerings.
- Executed optimal sales strategies to achieve commercial goals for all markets.

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PROFESSIONAL EXPERIENCE (CONT.)

- Liaised with sales, technical services, and customer relations personnel to drive on-time, under-budget project completion.
- Grew retail business sales by 45% in a 15 months.
- Aligned activities with corporate objectives by coordinating marketing, sales, and IT processes.
- Leveraged industry trends and competitive analysis to improve marketing campaign performance.

Store Manager, Rent A Center, Willimantic, CT

April 2008-May 2012

- Track operational controls and ensure management information reporting requirements are fulfilled.
- Develop and maintain an excellent relationship with internal and external clients to ensure achievement of staffing goal.
- Conducts employee disciplinary meetings, terminations, and investigations.
- Recommends new approaches, policies, and procedures to effect continual improvements in efficiency of the department and services performed.
- Interviewed, hired, supervised, and trained 75 employees and instituted mentoring program to develop skills, leadership and employee excellence.
- Coached and empowered employees by creating and sharing motivational vision plans.
- Oversaw all store operations while generating over \$100,000 in monthly sales.
- Achieved sales quota of \$23,500 monthly by incorporating social media and brand marketing.
- Restocked inventory upon shipment arrival and checked merchandise into inventory management system to maintain accurate records.
- Managed inventory tracking and physical inventory counts to minimize loss.
- Boosted sales by 23% by cultivating customer rapport and delivering superior customer service.
- Reorganized sales floor to optimize customer flow and improve product visibility.
- Reduced process lags by effectively managing employees for productivity, efficiency, and improvement.
- Collaborated with visual merchandising team to develop strategies to drive profitability.
- Strengthened workflow productivity by hiring, managing and developing top talent.
- Oversaw annual store budget while working closely with corporate and financial departments on reporting and payroll.
- Secured store perimeter and enforced safety procedures to minimize losses and protect assets.
- Opened and closed store by processing daily paperwork, balancing register drawers, producing staffing schedules and preparing deposits.
- Met budget targets by controlling expenses and eliminating wasteful behaviors.
- Increased profits 12% by restructuring store layouts to enable efficient inventory management and performing financial planning and sales metric analysis.
- Built loyal customer base by delivering excellent service and stocking in-demand products.
- Delivered excellent customer service and adhered to standard practices to maximize sales and minimize shrinkage.
- Hired, trained, evaluated performance, and enforced disciplinary actions for sales associates.
- Balanced sales, reconciled cash and made bank deposits to facilitate opening and closing duties.
- Collaborated with staff to maximize customer satisfaction, streamline procedures, and improve bottom-line profitability.
- Conducted staff evaluations and determined promotions and realignments or reductions in workforce.
- Oversaw POS operations and cash management to reduce errors.
- Translated marketing information into strategic plans for establishment.
- Trained employees on store security, monetary procedures, and customer service expectations.

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PROFESSIONAL EXPERIENCE (CONT.)

- Oversaw merchandising and displays, signage, decorations, and cleaning to maintain safety and readiness for customers.
- Improved store status from market worst to best by implementing process improvements and identifying performance gaps for corrective action.
- Corrected operational discrepancies by developing and executing process improvements.
- Diminished total loss by 8% by implementing effective operational improvements.
- Rotated inventory from oldest to newest to maintain fresh stock.