

SHAWNTEL PIKE
Virginia Beach, VA 23451 - (239) 440-2578 -
shawntel.n.pike@gmail.com – www.linkedin.com/in/shawntel-pike

OPERATIONAL EXCELLENCE AND SALES LEADER

Action Oriented Retail Operations Manager with expertise in engaging teams to deliver! History of success in achieving quarterly and annual company goals. Results achieved through the education, training, and inspiration of sales professional and operations support. Additional areas of strength:

Complex Problem Solving - Planning and Execution - Diversity/Inclusion - Financial Resource Management - Critical Thinking - Warehouse Efficiency - Time Management - Service Orientation - Compliance and Safety

PROFESSIONAL EXPERIENCE

Dollar Tree, Chesapeake, VA

8/2021 - Present

Allocations Analyst

Managed the components of the allocation system for allocated products while providing operational and analytical support to all areas related to allocation. Made product flow recommendations and communicated inventory understock, overstock and slow sellers.

- Developed and managed allocation strategy for allocated product.
- Calculated best allocation of product by location
- Managed flow of purchase orders to maximize inventory efficiency.
- Split inbound orders to the appropriate DC to maximize store service levels.
- Interacted with Merchandise Financial Planner and Assortment & Item Planner to ensure allocations are aligned with plan objectives.
- Provided input to store cluster development, space plans, vendor management, and purchase order management.
- Coordinated with Merchandise Administration, Distribution and Logistics to develop product allocations to satisfy inventory requirements.
- Created training materials for the Event Review Process and assisted in roll out to division.
- Trained and mentored new hires and interns.

MACY'S, Virginia Beach, VA

7/2019 - 7/2020

Sales Manager

Accountable for sales goals and achievement of retail performance of the Ready To Wear departments. Team consisted of 4 supervisors and 30 sales associates. Average revenue per day \$16,500 for retail sales. Directly responsible for day to day operations and merchandising of the department.

Leadership, development and engagement of 34 employees resulting in 2 internal promotions.

- Drove and exceeded sales goals by developing a highly engaged and knowledgeable sales team.
- Optimized My Macy's through partnership with store and district teams on merchant strategies inclusive of black box report action planning, understanding key items/best sellers and communicating merchandise needs.
- Focused on promotional business opportunities by ensuring accuracy of promotional presentation; communicated marketing vehicles and Sale Event information to Associates.
- Collaborated with the Merchandising team on planning and executing floor moves, merchandise placement and Sale Event set-up.
- Established a high level of shortage awareness and effectiveness; ensured that all policies and procedures are implemented.
- Established a development strategy with each associate based on formal and informal observations to improve selling behaviors that increase individual metrics.
- Cultivated a qualified sales team that can support My Macy's, Omni and MAGIC Selling. Developed a bench for future growth.
- Coached associates on product knowledge by holding in-store product training with Vendor Representatives.
- Focused on succession planning for top performers and touched base regularly to engage the associate in their growth opportunity and career plan.
- Led team to support giving back to the local community helping create stronger, healthier places to live and work.
- Responsible for inventory management of the department.

TOTAL WINE & MORE, Alexandria, VA

8/2015 - 7/2019

Assistant Manager / Wine Manager

Accountable for sales goals and achievement of retail performance of the store. Team consisted of 2 supervisors and 30 associates. Average revenue per day of \$41,000 for retail sales. Responsible for purchasing and receiving of all products. Saved thousands annually by negotiating improved vendor contracts, also resulting in increased consistency of service and coverage.

Worked in a management training store where I trained new and recently promoted managers on store operations, policies and procedures.

- Responsible for order management and vendor management for the state of Virginia as the backup Regional Ordering Captain.
- Executed company retail strategy to drive sales, margin, and retain/grow customer base.
- Pursued, attracted and retained talented candidates for all roles.
- Trained, coached, and developed team members.
- Developed deep knowledge of product to improve customer service and manage inventory.
- Utilized financial and store reports to identify operational opportunities.

- Managed store budget, weekly team member schedules and payroll - Partner with District Manager and Regional VP to monitor market trends and competition, direct merchandising functions.
- Reviewed and analyzed the store's shrink rate and safety performance.
- Delivered results within an entrepreneurial atmosphere.
- Instructed staff on how to handle difficult and complicated sales.
- Executed Company retail strategy to drive sales, margin, and retain/grow customer base.
- Led wine merchandising functions, including product orders/delivery, visual presentations and overall store appearance.
- Responsible for inventory management.
- Participated in Store remodels, resets and new store setups.
- Oversaw operations of the shipping center for Virginia and the District of Columbia.

Wine Supervisor | Merchandising Supervisor,

1/2012 - 8/2015

- Led day-to-day operations of the store including driving sales, execution of sales programs, pull list, store walks, shelf review, vintage/class issues, lock box management, ordering, process of product flow, vendor relations and backroom and upstock organization.
- Executed TWM's Merchandising Guidelines and pricing and signage strategies.
- Actively participated in the coaching, training, education and development of Team Members.
- Assisted managers with delegation and follow up.
- Motivated and coached the Team to succeed at accomplishing goals and daily objectives.
- Opened and closed the store as a key carrier.
- Drove Sales, Margin and Winery Direct % to store specific goals.
- Assisted the Managers in Loss Prevention activities including cycle counts, inventory control, shrink and receiving activities.
- Worked closely with the Managers to process merchandise set and product allocations..
- Oversaw the rollout of new POS systems for the store, including training of all associates and management.

PRICED RIGHT LIQUORS,Fort Myers, FL

8/2005 - 12/2011

Supervisor

Accountable for sales goals and achievement of retail performance of the store. Team consisted of 10 associates. Responsible for purchasing and receiving of all products.

- Ensured customer service standards are met by all.
- Supervised store ordering and product flow.
- Trained and retained team in partnership with other managers.
- Lead day to day store operations.
- Ensured visual presentation guidelines are maintained at all times, including signing and pricing.
- Communicated company goals and initiatives.

- Provided Team with timely feedback, both formal and informal.
- Worked with the Store Manager to monitor product flow through ordering and receiving.
- Conducted weekly inventories for all company locations and warehouses.
- Conducted weekly price changes in the POS system for all locations.

EDUCATION

Business Administration,

Southern New Hampshire University, Online