

FRANCHISE OWNER

Career Focus

Experienced professional with skills in product development, customer service relations, department operations and organizational structure development. Extensive knowledge in hiring, training development and team building/leadership in multiple areas, specifically consumer insights, trend analysis, field research, and product research.

Summary of Skills

- Business Management & Development
- Strategic & Tactical Planning
- Cost Control & Analysis
- Quickbooks & Weekly Payroll
- Team Building & Leadership
- New Business Set up
- Personnel Recruiting & Training
- Opportunity Identification
- Process Improvement & Creation

Relevant Experience

- Expertise in development and execution of marketing strategies
- Experienced in social media and digital marketing
- Proven competency in brand creation and service offerings
- Solid reputation for fiscal responsibility and budget management
- Well versed in payroll management procedures
- Excellent ability to prioritize and effectively complete multiple tasks
- Great communicator with strong interpersonal skills

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Professional Experience

10/2006 to 11/2016

Franchise Owner Company Name i¼ City , State

- Developed and directed all pre-opening marketing activities of the business ensuring brand recognition in the territory and a successful store launch.
- Researched market competitors and industry trends to identify potential new products and services.
- Developed and implemented yearly marketing strategies including social media, print, tv and digital advertising.
- Formulated a comprehensive business plan complete with clear and actionable sales goals and targets.
- Developed and implemented all strategies related to the operation of the business including but not limited to marketing, sales, staff development and customer satisfaction.
- Monitored sales and service records and investigated discrepancies.
- Determined staffing requirements and interviewed, hired and trained new employees.
- Tracked and evaluated staff performance, and handled all promotions and terminations.
- Created daily, weekly and monthly individual and team goals in order to ensure all of the business' duties were met on a timely manner.
- Created an innovative bonus system that helped cut employee turnover rates in half in less than a year.
- Prepared and completed bi-weekly payroll accurately and in a timely manner for all employees.
- Prepared and filed financial statements such as balance sheets and income statements.
- Evaluated cost reduction and program improvement needs by analyzing financial data.
- Entered revenue and expense transactions and prepared expense reports.
- Provided quarterly updates and expeditiously responded to inquiries from corporate headquarters.Â

04/2012 to 12/2013

Department Supervisor Company Name i¼ City , State

- Developed and monitored processes to ensure the delivery of consistent high quality and cost efficient service to clients.Â
- Reduced outstanding receivables from \$32 Million to \$6 Million in less than a 12 month period.
- Implemented an imaging program that improved efficiency service to our clients by 60%, saved the company \$30,000/year in shipping costs and reduced about 20 hours per week of FTP (full time personnel)
- Developed and successfully implemented a new SOP to efficiently convert financial data into a loadable file to reconcile our clients' outstanding receivables saving a total of 40 hours per week of FTP.
- Developed and implemented a reporting tool to efficiently track and manage all sensitive data being sent to our off shore facility in Mexico, which contributed to the elimination of 10 hours per week of FTP.
- Managed support for 60 clients in the pharmacy financial reconciliation system by developing tools that streamlined their data, allowing upper management and teams to collaborate and identify the current status of the business and where efforts were to be allocated to meet clients' deadlines and deliverables.
- Implemented strategies across the teams and reduced turnaround time of processing receivables from 48 hours to under 24 hours without the need of additional human resources.
- Key resource of a team project tasked with assisting the company's IT group in the development and implementation of a brand new platform that would allow the company improvement of efficiency by 80%
- Specifically, participated in User Acceptance testing for multiple applications on the new platform.

02/2006 to 12/2007

Customer Development Analyst Company Name i¼ City , State

- Responsible for analysis of retail data including sales, inventory levels, sell thru, and other key financial metrics to assist Wal*Mart management in identifying business opportunities, sales trends and micromarketing opportunities.
- Identified opportunities, recommended, communicated and executed short/long-term strategies to enhance the business relationship between HBI and Wal*Mart to drive sales growth.
- Responsibilities also included developing plans and completing online purchase order inputs so that information is accurately loaded into the Wal*Mart system, and reviewing Wal*Mart files via Retail Link to insure system accuracy prior to shipments.

02/2003 to 02/2005

Merchandising Assistant Company Name i¼ City , State

- Worked in all merchandising activities during the design and production process of the New Ventures line of the Just My Size brand including marketing research, product development and sourcing.
- Created and directed an entire line plan that included design, fabrication, style numeration, color and country of origin, which allowed all business units to track product development from start to finish.
- Worked directly with the New York design department as well as the technical design team to ensure product development and product delivery on a timely manner.

02/2001 to 02/2003

Exports Specialist Company Name i¼ City , State

- Managed the daily execution of export documentation activities for shipments going to Mexico, Central America and the Caribbean.
- Directed, prepared and audited data on all documentation (internal cost, pricing, inventory and purchasing) ensuring compliance with U.S and foreign customs.

Education

2002

Bachelor of Arts : International Business SALEM COLLEGE i¼ City , State International Business
1997

Advertising Degree CATHOLIC UNIVERSITY OF MANIZALES i¼ City Colombia

Languages

Fluent in Spanish and English, conversational Portuguese.

Skills

Advanced Excel and Word. Intermediate Power Point. Quickbooks