

Natalie Morrison

Assistant Store Manager

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- Results-driven Assistant Manager with 5+ years of progressive retail management experience supervising teams of 10-18 associates in high-volume environments generating \$3.2M+ in annual revenue
- Proven track record reducing employee turnover by 32% while simultaneously improving customer satisfaction scores to 94% through targeted coaching and operational process improvements
- Skilled at managing daily store operations independently during evening and weekend shifts, handling escalated customer issues, inventory control, scheduling optimization, and staff development in fast-paced retail settings

WORK EXPERIENCE

Target Corporation

March 2021 – Present

Assistant Store Manager

- Supervise team of 15 sales associates across evening and weekend shifts in high-volume location generating \$4.1M annually, maintaining 96% schedule adherence while reducing overtime costs by \$12K quarterly through optimized shift planning and cross-training initiatives
- Reduced inventory shrinkage by 28% year-over-year by implementing enhanced loss prevention protocols, conducting weekly cycle counts, and training staff on theft awareness, resulting in \$47K recovered revenue
- Improved customer satisfaction scores from 87% to 94% over 18-month period by redesigning service recovery procedures, coaching associates on de-escalation techniques, and personally resolving 200+ escalated complaints with 97% positive resolution rate
- Managed onboarding and training for 23 new hires, developing structured 5-day training program that reduced time-to-productivity by 35% and improved 90-day retention rate to 87% compared to 64% district average
- Served as acting Store Manager during 50+ shifts annually, independently handling operational decisions, vendor relationships, cash management, and emergency situations with zero critical incidents

Target Corporation

June 2019 – March 2021

Senior Sales Associate & Team Lead

- Promoted to Team Lead after 11 months based on consistent performance exceeding sales targets by average of 18%, demonstrating leadership potential and operational knowledge
- Led team of 6 associates in Home & Electronics department, coordinating daily task assignments, conducting product knowledge training sessions, and monitoring service metrics to ensure department goals were met
- Achieved 124% of individual sales targets for 7 consecutive quarters while maintaining highest customer service ratings in store (4.8/5.0 average) through consultative selling approach and product expertise
- Collaborated with Assistant Store Manager to redesign visual merchandising layouts, resulting in 16% increase in department foot traffic and 12% improvement in conversion rates

Nordstrom Rack

August 2017 – May 2019

Sales Associate

- Consistently ranked in top 10% of sales associates store-wide, averaging \$185K in annual sales through strong customer relationship building and product knowledge across multiple departments
- Assisted with inventory management during peak seasons, conducting stock counts, processing shipments, and maintaining floor organization in high-volume environment
- Trained 8 new associates on POS systems, customer service standards, and store policies, receiving recognition from management for clear communication and patience

SKILLS

- **Retail Operations:** Inventory Management, Loss Prevention, Visual Merchandising, Cash Handling & Reconciliation, Opening/Closing Procedures, Vendor Relations
- **Technology Systems:** Target POS Systems, Kronos Workforce Management, Microsoft Excel (pivot tables, VLOOKUP), Retail Analytics Dashboards, myTime Scheduling Software
- **Leadership & People Management:** Staff Training & Development, Performance Coaching, Schedule Optimization, Conflict Resolution, New Hire Onboarding, Disciplinary Procedures

- **Business Acumen:** Sales Analysis & Forecasting, Labor Cost Management, Customer Satisfaction Metrics, Operational Reporting, Budget Adherence, KPI Tracking
- **Customer Service:** Complaint Resolution, Service Recovery, De-escalation Techniques, Clienteling, Bilingual Communication (English/Spanish - conversational)

EDUCATION

University of Washington

Graduated: June 2017

Bachelor of Science in Business Administration

Relevant Coursework: Retail Management, Organizational Behavior, Operations Management, Business Communication

AWARDS & RECOGNITION

Assistant Manager of the Quarter, Seattle District

Q4 2023

Target Corporation

Recognized for achieving 127% of holiday sales targets while maintaining lowest turnover rate in district (8% vs. 23% district average)

Guest Service Excellence Award

2022

Target Corporation

Achieved highest customer satisfaction scores in store for 4 consecutive quarters (94% average) and resolved 98% of escalated complaints without district-level involvement

Rising Star Award

2020

Target Corporation

Selected as one of 5 team members store-wide for demonstrating exceptional leadership potential and fastest progression from Sales Associate to Team Lead (11 months)

PROFESSIONAL DEVELOPMENT

Retail Management Certificate Program

Completed: January 2023

National Retail Federation

Leadership Development Workshop Series

2021-2023

Target Corporation Internal Training

Completed 40+ hours of management training covering performance management, difficult conversations, operational excellence, and inclusive leadership