

Lenna Martinez

Store Manager

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Dedicated to delivering exceptional customer service and promoting a customer centric environment. With a 7 year career in the retail world, gained experience in marketing basics, devising sales strategies for target markets and analyzing buyer behaviour.

EXPERIENCE

Fred Meyer Hypermarket, Kroger

January 2011 to Present

Store Manager

- In-charge of overseeing the startup and operations for the newly opened outlet of the Fred Meyer Hypermarket in Monica Boulevard.
- Manage a \$0.37M, 79-employee location, directing the grocery and the non-perishable products department.
- Devise and implement merchandising and loss minimization strategies; enforce corporate programs, promotions and directives from the higher authorities, and gauge customer feedback in order to achieve better customer satisfaction.
- Drive the promotional and seasonal discount offers on products on a bi-monthly basis in order to derive increased customer support and enable clearance of goods.
- In-charge of the security of stores and the review of security camera footage on a regular basis.
- Responsible for the hiring, training and evaluation of the store staff in conjunction with the Associate Store Manager.

The Super Mart

2007 to 2010

Associate Sales Manager

- Assisted customers in selecting, locating and purchasing appropriate merchandise.
- Compared and contrasted different products in order to highlight the difference in product features.
- Demonstrated the usage of cosmetic products while heading the cosmetics sub-department.
- Helped customers with crucial product information like specifications, warranties and expiration period.
- Handled the accounts section for 4 out of 6 working days every week wherein was responsible for billing and managing the automated payment system at the store.
- Maintained a record of the damaged goods and was responsible for the exchange of such products from the vendors on a daily basis.
- Helped manage the stock inventory and refilling of new stock.

EDUCATION

Argyros School of Business - Chapman University

2005 to 2007

Major in Marketing

Retail Sales Internship: Undertook and completed a 2-month Retail Sales management training program at Max Stores with special emphasis on understanding store operations, inventory tracking and loss control.

ACHIEVEMENTS

- Individually led the startup and the daily operation of the new outlet of the Hypercenter at Monica Boulevard.
- Brought about an increase in the annual growth rate of 45.5% over previous year sales (2014) and surpassed sales and profit goals by up to 13% and 12% respectively.
- Ensured a high year-end sales turnover of 0.35\$ - 5\$ million annually, which helped elevate the Monica Boulevard outlet of Fred Meyer Hypermarket to #1 in sales (2013, 2014) within a mere year and half of its operation.
- In acknowledgement of the introduction of the revised anti-theft and security strategy, was awarded the "Most Innovative Business Solution" award in 2013.
- Received the "Store Manager of the Year" award for three consecutive years.
- Implemented a new approach for the onboarding of the new hires which cut down the training time by 25% and increased the new joiner efficiency by 14%.