

Retail Management Professional with extensive experience in buying, merchandising, and store operations. Background includes various environments: consulting, small firms and large corporations. Areas of focus include all aspects of Marketing with a specialty in Advertising and Sales. Accomplished Trainer in Personnel Management.

**Sales & Marketing
Product Branding & Development**

**Motivational Training
Strategic Planning**

**Window Display & Design
Staff Coaching**

PROFESSIONAL EMPLOYMENT

- 2000 to Present **News Café Stores**, New York, NY
DISTRICT MANAGER/BUYER
Retail Shop Operations Supervisor and Primary Buyer.
Tremendous travel conducted to identify new products and make new acquisitions.
Completed personnel hires, staff trainings and scheduled personnel coverage.
Attained double-digit sales growth during acquisition period.
Signature logo design and branding package introductions.
Key market segments identified.
- 1997 to 1999 **Miamigo Magazine**, South Beach, FL
OPERATIONS MANAGER
Launched office startup from 3-person operation to 20-person publication with over 30,000 subscriptions.
Managed operations for weekly South Beach lifestyle and fashion magazine.
Extensive responsibilities: budgeting, campaigns & promotions, and partnership creation.
- 1995 to 1997 **Area One Entertainment**, South Beach, FL
GENERAL MANAGER
Management of “Swirl” nightclub and restaurant.
Marketing contribution directly responsible for club’s prevalent success.
Supervised and approved hiring, training, staff functions, and food & beverage.
Set-up business permits/licenses, and internal regulatory code enforcement of class type A establishment.
Administered over all expenses and attained high average dollars sales per square foot.
- 1994 to 1995 **Two Boots Restaurant Group**, New York, NY
DISTRICT MANAGER
Manhattan chain restaurant management.
Revenue \$4 million per store.
Overseer for all stock suppliers, orders and purchasing.
Reconciled daily receipts and register totals.
Hired and trained personnel.
- 1990 to 1993 **Blockbuster Entertainment**, Los Angeles, CA
TRAINING STORE MANAGER
Development of management and associate customer service training programs.
Trained new store managers in day-to day operations and standard processes.
Generated store budgets, profit & loss statements, and inventory control systems.
- 1987 to 1990 **Pottery Barn/Williams Sonoma**, Los Angeles, CA
TRAINING STORE MANAGER
Developed and conducted 8-week Store Management Program in Regional Training Office.
Successfully implemented ongoing coaching and store management development.
Administered and approved all Merchandising for store displays.

PROFESSIONAL ACCOMPLISHMENTS

- Member of Miami Beach Community Advisory Development Board: 1993 – 1998.*
Operations Coordinator for Care Resource / Dade Human Rights Foundation Fundraiser: The Winter Party, 1995 – 2000
encompassing Marketing, Fundraising and Education Campaign Activities.
Assistant Campaign Manager: Miami Beach Mayor Campaign.

SKILLS

- Design & implementation for Point of Sale/Retail Systems.*
AS 400, NCR, IBM, Retail Pro, Retail STAR, and Fujitsu.
Microsoft Office Suite, Macintosh and PC Platform, Graphic Design.
Conversant in Conversational Spanish.