Name

City,State | Number | [Email](mailto:gayleamichel@gmail.com) Address

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***\*\*Paragraph Summary should include key words you would use to describe yourself, along with a brief description of both your experience and what you are targeting. Example listed below.***

***\*\*Skills Summary should include both technical and soft skills acquired across your career. Examples listed below; this can be shortened or expanded as necessary, but be sure to use formatting to change the columns listed to match your overall length***

**Strategic**, **Decisive** and **Results-Oriented Professional** with **Extensive** **Retail and Wholesale Management** **Experience**. With a holistic understanding of the **Development and Execution of Retail Strategies** and **Store Operations**, successfully identifies both **Short and Long-Range** **Sustainable Growth** **Opportunities**, translating into **Increased Sales**, **Improved Brand Awareness**, **Operational Efficiencies** and **Customer Expansion**. **Builds** **Highly Motivated Teams** driven by a **Culture of Collaboration**, **Inspiration** and **Team Engagement**. Excellent abilities in:

|  |  |  |
| --- | --- | --- |
| * Project Management | * Process Re-Engineering | * Brand Strategy / Planning |
| * Continuous Improvement | * Problem Solving | * Relationship Building |
| * Strategic Planning | * Supply Chain Management | * Customer Care |
| * Business Development | * Communication | * Training and Development |

Professional Experience

COMPANY Year - Year

***Title***

**\*\*3-7 bullets describing your role in an organization, using quantifiable metrics if possible. Examples listed below**

Managed the development and implementation of customer sales strategies including AEO and Hugo Boss. Accountable for gross sales of nearly $20M (approximately 300 SKUs) and margin expansion across multiple departments and product categories.

* In a challenging world environment, margin percentage increase of 12% was gained by account maintenance, assortment review and expanded sourcing opportunities.
* Analyzed business categories and item forecasts; increased inventory turns and decreased inventory levels by 20%.
* Unwavering commitment to customer service; re-established relationships with clients that have driven YOY sales and margin increases by providing consultative solution based approach.

COMPANY Year – Year

**\*\**For long-tenure positions where you held multiple roles, list them out in the format listed below. Title, then Years in that position, with a brief summarization of each role***

***Title*** *Year - Year*

Led and executed new digital initiatives and annual business strategy for the Paint and International teams by leveraging knowledge of marketing, e-Commerce, social media, promotions and project management.

* Managed and updated marketing plans and objectives for International and Supply Chain partners, supporting the retention of existing customers and the acquisition of new customers; resulting in a sales increase of 20%.
* Created and managed website pages for wholesale customers to market and promoted new sales opportunities; increased engagement by 60%.
* Developed omni-channel strategies for the True Value private label paint business, including email campaigns, training and product webinars, search engine optimization, social media and direct mail, resulting in a 15% sales increase over previous year.

***Title*** *Year – Year*

Managed, tracked and analyzed social media accounts, consumer campaigns, promotions, annual campaign calendars and content.

* Developed private brand strategies for multiple paint brands and categories, resulting in $100M+ in annual sales. Success achieved through critical analysis and execution of brand extensions and consolidations.
* Collaborative team leader responsible for developing and implementing True Value’s private label paint rebranding; included packaging, product rollout, in-store POP, website integration and in-store experience; 4% sales increase in first quarter.
* Project liaison for implementation of new project management/enterprise software; provided training to marketing associates and served as a key resource for troubleshooting and issue resolution.

***Title*** *Year – Year*

Consulted with and influenced retail stores to develop and execute operational plans and business strategies, emphasizing merchandising concepts, exceptional customer experience and store operational infrastructure.

* As the project lead for CRM implementation, developed, tested and rolled out the optimum communication tools for each business unit; trained and consulted with associates resulting in increased response time of 60% and established a new sales reporting system.
* Developed a scalable merchandising, employee staffing and inventory management “roadmap” to enhance processes and tools for the field team (4,000+ retailers); drove retail sales growth by 6% - 20% and reduced operating expenses 5% - 10% on average.
* Oversaw training for new stores and created and executed turnkey onboarding programs for performance management; results included 75% increase in new store certification.

***Title*** *Year – Year*

Managed and maintained warehouse forecasts and inventory replenishment ($100M+ in annual sales) for core and seasonal categories. Departments: Home, Hand & Power Tools, Plumbing, Pet, Lawn & Garden.

* Oversaw and tracked supply chain KPIs (product flows, availability, capacity utilization, sourcing) and provided recommendations to sales and operations planning teams; increased turns by 1.3% in seasonal categories.
* Improved forecast accuracy, achieved 98% fill rates; maximized sell thru while minimizing obsolete and excess inventory by partnering with manufacturers and retailers; resulting in a $15M inventory reduction.
* Built financial plans for key vendor accounts to reinforce merchant strategies and corporate expectations for driving profit; met GMROI goals and reduced year-end inventory investment for each product class.

Education

**University Attended -** Degree Level & Specialization

**Certification –** Certification Specialization

Awards (Optional)

**Awards and Dates Achieved**

Community Relations (Optional)

**Organizational Affiliations**