

Skills Based Resume Sample

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10 Easy Steps
to get the
Job You Want!

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Make sure your contact
information is accurate

Objective

Concise objective
statement indicating what
you hope to achieve

To obtain a managerial position in which I can maximize my strengths in marketing and promotions and expand my experience into another retail category.

Summary of Qualifications

Brief summary of skills and qualifications relevant to
the job for which you are applying

Hands-on professional retail manager focused on results. Current knowledge of retail marketing and operations practices. Successful track record of business expansion, hiring, training and managing staff in the book and publishing industry. Customer-service oriented with demonstrated communication and leadership capabilities. Driven to succeed by strategic vision, with resourcefulness and the ability to see projects through to completion.

Skills & Experience

Specific skills and experience are listed as separate
headings, each with 2-3 bulleted examples

Management

- Led the opening of a new store location, exceeding sales objectives by 20% in the first year and 15% in the second year of operation
- Outperformed 7 out of 10 stores chain-wide in retail sales three years running

Operations

- Increased inventory turnover from 2.5 to 3.5 while maintaining less than 10% out-of-stock
- Exceeded the corporate metrics of vendor returns by 15%, increasing store profitability and earning my location an Award in Operations Excellence

Customer Service

- Scored over 90% year-over-year on the Customer Satisfaction Survey
- Earned a review of Excellent Performance from 4 of 4 secret shoppers

Quantify your examples
with numbers and figures

Marketing & Promotions

- Increased customer retention by 15% through the design and implementation of a new store loyalty program
- Awarded Top Store status chain-wide for best merchandising, 4 seasons running

Event Planning

- Implemented 12 highly successful promotional events in the first year of opening a new location, leading to 3rd highest selling status of the 10 store locations
- Developed new promotional campaigns and store staging designs, and coordinated all in-store events for a growing multi-location bookstore

Human Resources

- Hired and trained 20 new staff members for a new book store location, promoting 5 within the first 18 months
- Achieved excellent employee retention with fewer staff turnover compared to the other 9 stores

Work Experience

Qualify your examples with
adjectives and descriptions

Stacks Book Store, Toronto

Manager, January 2005 –
Assistant Manager, January 1999 – December 2004

City College Bookstore, Toronto

Department Supervisor, August 1996 – September 1998

Annex Community Library, Toronto

Library Clerk, September, 1992 – June 1996

Summary of work experience
including company, title and dates.

Education & Training

Summary of education and training
including degrees, diplomas, certificates
and programs, including location and dates

Certificate in Retail Marketing Management, City College, Toronto, 2003
Honours Bachelor of Arts in English, University of Toronto, 1996