

**Travis Fernando**

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Santa Cruz  
CA, 95060

Cell: 257-309-8910

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**Career Profile:** Seeking the position of a Retail Operation Manager wherein I can make effective use of my sales and marketing skills towards the growth of the organization.

**Professional strengths:**

- More than seven years of professional experience in handling retail related tasks
- Comprehensive knowledge of collecting data and establishing facts
- Target-oriented with excellent customer service skills
- Strong analytical and organizational skills
- Excellent negotiations and problem solving skills
- Good command over verbal and written communication skills
- Competent in operating network like Microsoft Word, Excel, Access, PowerPoint, Windows and the Internet
- Quick learner and ability meet deadlines

**Educational Qualification:**

Bachelor's degree in Business Administration-1996  
California State University, California, CA

**Honors:**

California Scholars Scholarship award for academic excellence in the year 1992 to 1995

**Professional Experience:**

**Retail Operation Manager from 1998-till date**

New Brand Inc, CA

Responsibilities:

- Assigned the tasks of analyzing sales figures as well as forecasting sales volumes to boost up the profits
- Handled the responsibilities of updating knowledge of market trends in the retail industry and monitoring the activities of the competitors
- Performed essential functions like interviewing staff, performance reviews, as well as provided training programs to new retail staff
- Played a key role in making decisions regarding stock control as well as managed stock levels
- Implemented innovative store promotions to achieve the financial objective of the organization
- Handled other tasks like daily financial, inventory control and accounting

**Senior Retail Representative -1990 to 1997**

Value Sun Trust, CA

Responsibilities:

- Represented and mechanized the product of the organization in retail grocery stores within a limited geographic area
- Provided active support and execution of customer order processing
- Established as well as maintained effective relationship with managers

- Managed and coordinated with all operational activities of the store
- Prepared project tracking reports as per the requirement of the organization in a timely manner
- Performed other essential tasks under the instructions of Retail Operation Manager

**Professional Achievements:**

Achieved sales goals as set forth by organization, and educate customers on the product and services of the client

**Personal Details:**

- Name: Travis Fernando
- Date of Birth: XX/XX/19XX
- Employment Status: Full time
- Relationship status: Married

**Reference:**

- George Twain
- Retail operation Manager
- ABC Corporation, California
- Cell: 125-589-5588
- Email: twain.george@gmail.com