**Christopher “Scooter” Vidrine**

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**Professional Summary**:

Talented professional effective at multi-tasking and maintaining a friendly attitude under pressure. Dependable and energetic teammate that efficiently builds loyalty and long-term relationships with partners, while consistently driving teams to achieve goals.

**Skills:**

Software – Adobe Photoshop | Adobe Lightroom | UPS CampusShip | SAP | Microsoft Office

Personal – Analytical, technical, and creative mindset | Problem solving | Adaptable communication

**Work Experience:**

REI – National Rental Program Coordinator May 2019 – Current

* Responsible for process/SOP development and improvement for 20 product categories within the Rentals program, as well as the timely creation of COVID cleaning processes utilized by Rentals, Experiences, and field guide programs.
* Collaborates with retail management, ensuring process adoption across 90+ retail locations.
* Collaborates with vendor partners to ensure process compliance and risk mitigation.
* Works closely with Physical Experience Manager to design, renovate, and fixture new and renovated retail spaces, including the delivery and installation of specialty tuning equipment.
* Develops and creates new fixtures to promote increased productivity and product capacity.
* Aids supply chain and logistics with regional and national rental product delivery, redistribution, and storage.
* Assists product buying team by curating assortments for national and regional relevance.
* Utilizes Tableau, Sales Force, and Microsoft Office to analyze data and provide reports on increased profitability, customer experience, and efficiencies of projects to leadership.
* Provides leadership with cost benefit analyses on the addition of specialty equipment and enhancements to retail logistics and operations to the program.
* Leads teams of 10 to facilitate the fixturing, stocking, and training of staff in new retail spaces.

REI – Technical Sales Lead | Master Technician | Key Holder January 2016 – May 2019

* Continued responsibilities as Master Technician.
* Lead sales teams of 25+ full and part-time employees.
* Cultivated a sense of staff empowerment in all departments by providing in the moment insight and coaching for staff during difficult customer service issues and through continual encouragement.
* Generated repeat outfitting business through exceptional customer service via phone, email, online chat, and in person interactions.
* Analyzed department sales with PivotLink and adjusted assortment to accommodate.
* Improved KPI scores by 6% or more at multiple retail locations by creating product knowledge huddles, reinforcing sales and service training, providing staffing recommendations, and developing staff engagement initiatives.
* Developed and lead multiple floorset changes.
* Hired and trained more than two hundred new staff including multiple Certified Technicians, Sales Leads, and credible sales experts.
* Developed and implemented strategies to provide and maintain a bike repair shop turnaround of 24 - 48 hours.
* Established systems and redesigned warehouses in multiple retail locations to increase efficiency and inventory accuracy.
* Lead multiple biannual inventories of $6.5 - $30.5 million retail locations.
* Collaborated with Asset Protection, across multiple locations, to reduce shrink in bicycles, outerwear, and sunglasses.
* Opened multiple retail locations as the key holder by disarming the alarm system, preparing the shipping dock for deliveries, ensuring register tills were loaded correctly, providing staff updates, filling gaps in staffing, and managing staff.
* Closed multiple retail locations as the key holder by clearing and closing the shipping dock, ensuring tills were processed correctly, providing staff updates, arming the alarm system, locking doors, and managing staff.

REI – Master Technician July 2012 – January 2016

* Managed a staff of 20 technicians and service advisors to complete all daily bike builds, bike and snow sport repairs, rack installations, customer special orders, replenishment orders, and shop cleaning.
* Built partnerships with local municipalities as the provider of repair services for their bike fleets.
* Created and executed a new shop work log to reduce bike repair turnaround time from 14 to 4 days.
* Developed and implemented strategies to provide and maintain a ski repair shop turnaround of 24 hours.
* Hired, trained, and established staffing allocations for the shop.
* Provided ride support and taught classes for Outdoor Programs.
* Developed shop ordering and inventory organization processes to ensure accountability and provide a consistent customer experience.
* Established the shops reputation and built a loyal customer base.

REI – Shipping and Receiving Lead June 2011 – July 2012

* Integrated new logistics software.
* Trained new shipping technicians.
* Led stocking teams of 8 to process replenishment of $6.5 million retail location.
* Organized warehouse spaces to streamline processes.

REI – Shipping/Technical/Sales Specialist August 2008 – June 2011

* Self-trained as a product expert in multiple departments.
* Implemented and trained staff on the online rental program.
* Trained staff in all categories.
* Served as an inaugural member of the peer recognition team.
* Refreshed and reorganized the rental department.

**Education:**

Texas State University – Bachelor of Science – Minor in Art/Design

* Competed on the Cross-Country and Track teams all years.

Baylor University

* Competed on the Cross-Country and Track teams all years.