

# **ALICE M. HAWKS**

## **PERSONAL DETAILS**

BIRTH: South Bend, Indiana  
MARITAL STATUS: Engaged  
CITIZENSHIP: U.S.A.  
MOTHER TONGUE: English



## **CONTACT INFO**

PHONE: +001.404.786.2059  
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## **PROFESSIONAL PROFILE**

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For the past several years I have worked as Planogram Technician, Analyst, Senior Analyst, and Manager in the big box retail industry. In this high-pressure environment, I have sharpened my ability to motivate groups, delegate responsibly, train personnel, promote change, and report information effectively.

Before working retail, I worked in marketing and market research. I was focused on synthesizing information from customers, identifying product gaps, and creating presentations and reports providing a concise analysis with actionable recommendations. During this period, I built rapport with all levels of management, support staff, and customers. I have used my outstanding organizational skills and attention to detail to set and meet deadlines and lead cross-functional groups to common goals.

Building business relationships has been a key factor to my success throughout my career. Emphasis on this skill has provided me the opportunity to gain a deeper understanding of people, their roles, and the challenges that arise to reach business goals. During the course of these interactions, I developed my listening skills in order to successfully assess the needs of clients, customers, and business associates to meet business goals and develop rapport. The rapport established with individuals has enhanced my ability to influence and motivate resources to assist in moving projects to completion.

I have been involved in performing individual tutoring sessions through the years. My patience and ability to provide detailed explanations has had people seek me out for assistance. Tutoring subjects have included mathematics, business and computer skills.

I am confident that as an ESL teacher my vast variety of skills and abilities will be of great value to my students.

## **EDUCATION**

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### **100 Hour TESL/TESOL Certification**

2010 LCC Oglethorpe, Atlanta

### **Master of Business Administration, Marketing/Health Services Management**

1996 The Ohio State University, Columbus

### **Bachelor of Science, Business Management, Magna Cum Laude**

1988 Oakwood College, Huntsville

## RELEVANT WORK EXPERIENCE

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### **Manager, Senior Analyst, Analyst, Technician | The Home Depot | 2003-Present**

With numerous years working in the Planogram Department, I have been promoted several times, performing additional and varied responsibilities from creating planograms, administering special projects, governing process management, managing the external planogram team consisting of U.S. based associates and off-shore contractors with Tata Consultancy Services, in Chennai, India, and controlling space analysis and product assortment for Department 23-Flooring. All positions have required me to assume the role of teacher, instructing our suppliers how to meet planogram compliance requirements, training new associates on our process and procedures, and educating internal stakeholders on planogram policies. This has required me to develop and maintain a high level of rapport with numerous external suppliers and internal associates.

### **Project Manager | Metropolitan Atlanta Rapid Transit Authority | 2001-2003**

While fulfilling the responsibilities for this role, I developed the ability to coach and counsel our group of 25+ surveyors to execute the method and measure procedure for each transit research study conducted. I had to design, implement, analyze and communicate research results and recommendations using written reports and presentations to various levels within the authority.

### **Research Manager | HeadFirst Market Research | 1999-2001**

As I spearheaded the quantitative analysis and reporting for Clean Air Campaign segmentation and tracking studies, a new product initiative for S.C. Johnson, a new qualitative reporting system for Coors Brewing Company and the first male Attitude and Usage Study for a major hair care company, I needed to build rapport and maintain client relationships to understand the needs of their research projects and provide the collected information in a clear and concise presentation or written report.

## RELEVANT ACQUIRED SKILLS

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**Leadership, Management and Organizational Skills:** I take pride in my ability to work with all levels of management to set goals for the organization and translate those goals into daily priorities for my team, counseling, coaching, and training them to execute tasks in a timely manner and creating an inclusive and respectful work environment. I have enhanced my skill set by completing a Supervisory Management Certification Program.

**Communication Skills:** Throughout my career while working with Vice Presidents, Directors, Managers, peers and managing cross-functional teams, I have utilized concise communication techniques to keep all shareholders informed of project status, challenges and solutions. I have been commended on my effective written and spoken communication skills and ability to listen attentively, translate and organize information for dissemination.

**Human Relations Skills:** Establishing and maintaining rapport with business associates has always been a priority in my career. I have developed the ability to be sensitive and motivating to others as I managed exponential team growth, workload and company re-organizations.

**Research and Planning Skills:** Proactive planning and analysis has been critical in identifying and resolving issues with my Department 23-Flooring categories as I have managed the transition to a new planogram compliance policy, system and processes in our organization.

## PROFESSIONAL REFERENCES

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**Tina McKinney** | Manager | The Home Depot | [Tina\\_M\\_McKinney@homedepot.com](mailto:Tina_M_McKinney@homedepot.com) | +001.770.384.3106

**Annette Compton** | Senior Manager | Kaiser Permanente | [annettelcompton@yahoo.com](mailto:annettelcompton@yahoo.com) | +001.510.501.6570

## PERSONAL REFERENCES

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**Shundrikka Owens** | Brand Manager | Bush Brothers | [sowens@bushbros.com](mailto:sowens@bushbros.com) | +001.865.450.4132

**Mitch Williams** | Analyst | The Home Depot | [Mitchell\\_L\\_Williams@homedepot.com](mailto:Mitchell_L_Williams@homedepot.com) | +001.770.433.8211 ext. 84131