




# JORGE MARTINEZ

## SALES AND GENERAL MERCHANDISE MANAGER

 +1 310-944-0587  
 Geroge123@live.com  
 Los Angeles, CA, 90503

Professional in Communication, with a strong background in Marketing Strategies, Retail Merchandising, Account Management, and Customer Service. I have demonstrated effective communication skills, strategic planning, and data analysis to drive client success and enhance brand visibility in both retail and wholesale environments efficiently.

### SKILLS

- Data Analysis
- Problem solving
- Vendor sourcing
- Work in a high pressure environment
- Planning
- Inventory management
- Merchandising
- CRM
- Excel
- Communication
- Strategizing
- Promotional planning

### Work History

**TARGET | Sales And General Merchandise Manager II**

**October 2023 - Current**

Torrance, Los Angeles

- I manage sales growth by increasing sales and revenue. I set sales goals, implement sales strategies, and monitor progress toward these goals.
- I handle merchandise and personnel management by selecting the right products, setting prices, and ensuring that merchandise is well organized and presented attractively to customers. Additionally, I train and supervise sales and merchandising staff to keep them motivated, informed, and provide excellent customer service.
- I ensure a high level of customer satisfaction by monitoring customer feedback, resolving customer complaints, and maintaining a welcoming shopping environment.
- I create visually appealing displays and designs to attract customers and encourage them to make purchases.
- I develop and manage the budget for the sales and merchandise department, including tracking expenses and ensuring the department operates within budgetary constraints.
- I plan and execute marketing campaigns and promotions to attract customers and boost sales. This may include seasonal sales, discounts, and loyalty programs.
- I manage relationships with suppliers and vendors to ensure timely deliveries and favorable terms.
- I use sales data and analysis to make informed decisions, such as sales trends, customer behavior, and other relevant data for making adjustments and improvements.
- I establish and monitor key performance indicators (KPIs) to evaluate the success of the sales and merchandise department, including metrics like sales per square foot, inventory turnover, and customer conversion rates.
- I stay informed about market trends, competitor actions, and customer preferences to adapt the store's offerings and strategies.

**PRIAM | Account Manager****April 2023 - October 2023**

Long Beach, Los Angeles

- I collaborated closely with the marketing team to implement effective sales and marketing strategies that increased sales by 10% in the last month.
- I identified upselling and cross-selling opportunities, resulting in a significant increase in recurring revenue.
- I prepared and presented performance reports and sales analysis to senior management, contributing to data-driven decision-making.
- I effectively resolved problems and conflicts, maintaining customer satisfaction and ensuring lasting relationships.
- I effectively resolve customer problems and complaints, maintaining a 95% customer satisfaction rate.
- I maintain a deep knowledge of the company's products and services to provide accurate information and guidance to customers.
- I collaborate with other departments to ensure a quick and effective response to customer needs.

**TARGET | General Merchandise Manager****January 2019 - April 2023**

Torrance, Los Angeles

- I coordinated the implementation of merchandising programs in physical stores, ensuring consistent and appealing product presentation at all times.
- I conducted market trend analysis and sales data analysis to optimize resource allocation and merchandising strategic planning.
- I supervised a team of merchandisers and managed relationships with suppliers to ensure an efficient flow of products and promotional materials.
- I supervised data analysis and KPI tracking to continuously adjust and improve marketing strategies.
- I collaborated with the sales team to ensure alignment between marketing efforts and sales goals.
- I trained the staff to enhance promotional effectiveness.
- techniques to enhance product awareness.
- Set sales quotas, established performance expectations and visited retailers to optimize sales and customer service.
- Developed merchandise plans to purchase various highly sought-after items to increase sales of last number.
- Maintain a high volume of up coming merchandise as well with current.

**TARGER | Service and Engagement Lead****May 2017 - January 2019**

Torrance, Los Angeles

- Summarized complicated topics into simple formats for better understanding.
- Created and maintained physical and electronic personnel records.
- Developed and implemented dynamic communication strategies.
- Built and maintained relationships with community organizations.
- Processed Number invoices each weeks and mailed documentation to clients.
- Recorded actions taken, issues resolved and type information to effectively manage customer accounts.
- Calculated correct order totals, updated accounts and maintained detailed records for inventory management.
- Seek to understand all customers concerns and questions regarding new merchandises or previous items.
- Help give quality information on new and previous orders.
- Direct and schedule and give proper coaching of a team or 30 advocates.
- Identified and tracked slow-moving inventory, recommended promotions and determined optimal replacements.

Torrance, Los Angeles

- Evaluated incoming shipments for quality issues and processed unacceptable materials for return.
- Kept up-to-date on store, shelf and order availability of Type products.
- Assisted customers with transporting large merchandise to waiting vehicles.
- Performed weekly inventory counts to verify stock levels.
- Used hand-held devices and computers to record and monitor inventory levels and completed audits to uncover and address inaccuracies.
- Distributed items orders via store's website.
- Maintained orderly stockroom for ease of retrieval.
- Kept documentation and records accurate and up-to-date with latest data to prevent errors in processing or delivery.
- Planned and scheduled projects and directly performed installations.

---

### **Education**

---

**Long Beach City College - Long Beach, CA- Marketing and Communication**  
2015-2019

**Torrance High School - Torrance, CA**  
2010-2014

---

### **Languages**

---

**English:** Native.

**Spanish:** C2. Complete professional competence.

---

### **Accomplishments**

---

- Achieved a 10% growth in last month sales revenue by identifying upselling and cross-selling opportunities within the existing client base.
- Collaborated with the marketing team to develop and execute targeted marketing campaigns, resulting in a 15% increase in lead generation.
- Maintained a consistently high inventory of merchandise throughout the pandemic.
- Achieved record-breaking sales figures in the 2020-2021 fiscal year.
- Maintained a high level of customer service quality throughout the latter stages of the pandemic crisis.