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# Daniel Mayer

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phone: 1 630 744 9083

email: dan\_mayer@icloud.com

## Work Experience

### Speedway /// 2016 -> Current

General Manager for all facets of a workforce of 15 people.

Responsibilities included:

- Selecting and Maintaining team
- Empowering, training, mentoring and developing middle managers to excel
- Where necessary, disciplining or terminating employees that fail to follow policy or meet company objectives of timelines
- Performed and administered payroll, scheduling, human resources, building maintenance and servicing, and local marketing
- Managed all facets of Profit and loss for a \$2 million dollar business

### Freelance /// 2015 -> Current

Various projects for clients including: SEO, Digital Marketing, Social Media Management, Web Design, & Graphic Design.

### Target /// 2010 -> 2016

Senior Guest Service Team Leader for a team of 35 employees.

Responsibilities included:

- Cash auditing and processing
- Driving key sales and loyalty metrics
- Sales and trend analysis
- Community outreach and involvement
- Leading a service and sales based culture

## Profile

Proven leader with 7 years of experience in a retail and customer service environment. Leverages financial and marketing experience to make smart purchasing and merchandising decisions. Proven increased profitability through tight budget control and driving a culture leading to repeat business. Proven morale and productivity increase through the use of positive reinforcement and on the spot constructive criticisms

## Core Competencies

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|--|---|
| - Graphic Design                           | - Mongo DB / MySQL                      |
| - Digital Marketing                        | - Final Cut Pro                         |
| - HTML/CSS/Java Script                     | - Microsoft Office / Apple I Life Suite |
| - P&L proficiency/Financial Responsibility | - Customer Service & Communication      |
| - Management                               | - Cultural/Brand Awareness              |
| - Operations                               | - Social Media                          |
| - Administrative                           | - Wordpress                             |
| - Adobe Creative Cloud                     |   |

## Education

### Governors State University

Bachelor's of Applied Science in Business Marketing

### Joliet Junior College

Associates of Applied Science with concentration in Business Administration – Marketing