### Chris Alberg

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Dynamic professional with expertise in all facets of business and financial management, client relationships, and sales techniques. Skilled in collaborating with all members of the organization to achieve business and economic objectives. Instrumental in streamlining and improving processes, enhancing productivity, and implementing business solutions. Proficient in PC and Mac OS, MS Office, QuickBooks, CRE Express, Connect CRM, Kronos and Certify applications.

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| * Consultative Sales * High-Level Sales Proficiency * Client Relationship * Industry Networking | * Leadership & Training * Competitive Intelligence * Business Development * Staff Management | * Business Management * Customer Service * Sales Management * Marketing Approaches |

# Professional Experience

**San Diego Surf Company,** San Diego, CA 2017 – 2018

***Store Manager*** *November 2017- April 2018*

After relocating to San Diego, I began working with the most iconic surf shop in San Diego in the heart of Seaport Village. I quickly identified opportunities with key products and need for improved service. I enjoyed training associates to improve UPT and average transaction. I worked directly with the owner to meet their goals for the store.

* Improved sales YOY through personalized customer service
* Trained new associates on company standards, product knowledge, and customer service
* Merchandise products to improve sales and customer experience
* Reduced loss of product through improved security protocols
* Handled customer issues/complaints

**H&R Block,** Big Island of Hawaii 2008 – 2017

***Area Manager | Instructor | Tax Professional****, 2015 – 2017*

Brought on board as the only leader with tax office and multi-unit experience. I enjoyed being a mentor to my peers and the new challenges that came from this new role. I relocated to the Big Island of Hawaii to manage a team of Franchise converted offices. I immediately began recruiting experienced tax preparers and new candidates into my tax class. I was able to grow the staff to meet client demand, and had success in growing the office in Revenue, Returns, Client Satisfaction, and Manager Quality Index.

* Led and instructed 6-30 associates per group, providing tax and sales training while complying with company’s procedures and government regulations.
* Interviewed, hired and trained 35 tax preparers and receptionists.
* Increased new clients 27% with persuasive sales and marketing methods; achieved 11% total returns and improved net promoter score by 26% year-over-year (YOY).
* Developed local marketing plans to grow our client base within our community. Identified Business to Business (B2B) opportunities, organized presentations with for-profit and nonprofit businesses, directed staff to distribute flyers, attend community events, and execute visibility plan-o-gram.
* Built business-to-business partnerships with regional restaurants and enterprises to offer preferred pricing and services to employees.

**H&R Block,** Santa Barbara and Ventura Counties, California

***District Operations Coordinator****, 2012 – 2015*

As a result of my successes, the Regional Director recognized my efforts and gave me the highest rating in LA Market. The RD then requested I join the Regional Leadership team as a District Operations Coordinator, a new position created to support 2-3 districts on operational responsibilities. In this role I worked closely with District Managers from Santa Barbara to Orange counties. My biggest frustration coming on board was around the challenges staff had around ordering supplies. No one was aware if we had surpluses of some items or shortages, with local staff hoarding supplies for fear of not having them later. I developed a simplified supply order form that once implemented significantly reduced our supply expenses. My second year in the role, I was asked to present my supply order form and my method for Schedule Review at National Training in Kansas City. Thanks to my successful demonstrations, I was the first choice for the next initiative to test multi-unit managers focused in select districts.

* Oversaw operations of 28 offices within Ventura and Santa Barbara counties, including all aspects of business efforts, relocations, facility maintenance and renovation, and inventory management.
* Tracked stores’ work rate and efficiency by conducting on-site audits, evaluating revenue development and informing staff about company’s protocols.
* Controlled budgets for diverse operations, which included Custodial Messenger and Administrative efforts.
* Prepared new trainees for District Operations Coordinator positions and directed national training program for Appointment Manager System.

# Education

**Bachelor of Arts in Economics**, University of California, Santa Barbara, California