

## David Mayes

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**OPTICAL SALES PROFESSIONAL** with 15 years of management experience. Results-driven, customer-centered while demonstrating a consistent track record of outstanding sales, merchandising and customer service. Equally strong qualifications in all area of P&L, budgeting, inventory control, training, security and other functions. Effective communicator, leader and problem solver who builds teamwork and possesses the initiative to exceed goals. I believe my skill set can be utilized in any industry.

**Goal:** *To aggressively prospect, maximize sales, provide exemplary customer service and squash the competition.*

### My Skill Set

- Quota-surpassing general manager with a history of exceeding employer expectations across diverse industries. Enjoy talking to people and establishing a long-term, loyal customer base.
- Persuasive communicator; use consultative skills to identify opportunities, overcome objections, build relationships and turn cold canvassing into sales.
- Tenacious negotiator and closer; adept in conveying the benefits and features while generating interest.

### Work experience

10/2016-Present L'Amey America *District Sales Manager* Atlanta, GA

- Carry 5 brands: Ann Taylor, Nicole Miller, Sperry, Champion, TLG
- Increased territory penetration by 20%
- Managed client frame boards to maximize high turnover and increased visibility
- Offer client support through product education, sells training, and display marketing
- Conduct opportunity calls to acquire new accounts

02/2016-10/2016 Optix Consulting Group *Owner/Consultant* Atlanta, GA

- Offered support to private doctors offices to help manage day to day activities
- Help offices increase profits by highlighting areas of opportunity
- Made office visits to attract new clients
- Used Social Media to increase company awareness

09/2014-11/2015 Eyemart Express *General Store Manager* Kentwood, MI

- Managed 7 employees including the doctors office
- Made Top 10 Sales Increase across the company 7 of 12 months
- Trained my staff to maximize insurance benefits to increase sales
- Oversee sales, inventory control, visual merchandising, housekeeping, security, administration and compliance to company policies/procedure

10/2010-02/2014 The Eye Gallery *Multi Store Manager* Alpharetta, GA

- Manage day-to-day operations of stores ranging from \$500,000 to \$1.6MM in annual sales
- Closed high end eyewear and lenses sales with ticket sales exceeding \$1000
- Develop strategies to improve customer service, drive store sales, and increase profitability
- Forecasts staffing needs and develops a recruiting strategy to provide optimal staffing in all areas

11/2007-10/2010 EyeGlass World *Area Retail/ Lab Manager* Chattanooga, TN

- Reopened lab in Chattanooga, TN recalled to position per doctor's request.
- Managed two optical labs and staff in Knoxville, TN and Chattanooga, TN
- Manufactured optical quality lenses to exceed ANSI standards
- Consult with patients on care and maintenance of their prescription eyewear

03/2007-11/2007

Dr. Vision Works *Optical Lab Manager*

Morrow, GA

- Managed lab with two employees
- Full surface lab - manufactured Hi-Index, Polycarbonate, and Plastic lenses
- Occasionally assisted on sales floor
- Ensures customer needs were met, complaints are resolved, and service is quick and efficient.

#### **Staffing & Training**

Recruit, train, develop, schedule and supervise teams of up to fifteen. Motivate staff to achieve performance goals and ensure productive store operations.

#### **Customer Relations & Service**

Develop and Manage customer relationships to maximize service satisfaction, promote goodwill and generate repeat/referral business that contributes to sales growth. Monitor and resolve any service issue.