

Alison Jacobs

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PROFILE

Strategic Retail Manager with 10+ years' experience driving product sales growth. Confident leader who motivates teams to consistently meet and exceed goals. Recognized for creating unique in-store displays that effectively market products and capitalize on consumer trends. Adapt readily to new work challenges and industry conditions. Bilingual: Fluent in English and Spanish.

PROFESSIONAL EXPERIENCE

Store Manager

This is Hip Clothing & Accessories, Baltimore, MD | March 2018 to Present

- Oversee daily operations of a 25,000-square-foot retail store with 40 personnel
- Introduced customer-focused sales methods that grew store revenue 10% - 20% annually
- Drove recruiting initiatives that helped maintain 90% staff retention

Store Manager

This Sounds Cool CDs & Records, Fairfax, VA | January 2013 to February 2018

- Oversaw a 10,000-square-foot retail store with 15 employees
- Led team to grow sales -5% annually despite a period of industry challenges
- Developed a unique, franchise-approved rewards program that increased customer loyalty by 20%
- Won "Franchise Retail Manager Excellence" awards in 2015, 2016, and 2017

EDUCATION

Bachelor of Arts (BA) Sales & Marketing

Fairfax Retail College, Fairfax, VA
2014

KEY SKILLS

- Customer Service & Satisfaction
- Employee Engagement
- Process **Improvement**
- Product Merchandising
- Retail Store Management
- Revenue & Profit Growth
- Team Leadership & Motivation

CERTIFICATIONS

- Service Excellence Certificate, VCU Advanced Solutions | 2023

LANGUAGE

- Fluency in Spanish | Basic proficiency in Italian