Jack Walsh

D.O.B.: 19th March, 1991

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To whom it may concern,

I wish to apply for a position as a marketing position as I make a transition from store management and in-store customer service. I am currently a store manager at Toymate in Warriewood. My role in managing the store has been very enjoyable and I am proud of my achievements in the time I’ve been in the store. I wish to find a new avenue in my current career as well as find a location that is closer to home.

My store achievements in the last 16 months:

5% increase on overall sales from last year and 14% above forecast.

Month-to-month increases on conversions, ATV and UPT.

Maintaining high-performance in compliances for OH&S/admin/loss prevention audits.

Improving mystery shopper score from 6/10 to 9/10.

Successfully recruiting and training new staff members with a team of 14 staff members over last Christmas. Over my time we have introduced one 2IC in the store, three keyholders/supervisors, one storeroom supervisor and trained most employees in every aspect of the store from registers, merchandising, door greeting and stock receiving.

Building relationships with center management and vendors to improve marketing incentives and customer engagement as well as working with local businesses for institutional sales and marketability.

Establishing store procedures in deliveries, stock receiving and loss prevention audits to minimize stock discrepancies.

Organizing storeroom and breakroom areas to improve staff engagement and stock replenishment.

Completing a store re-fit to improve merchandising in store under-preforming categories, space/cleanliness and product interactivity.

Creating a positive work culture in the store with staff incentives, recognition and communication.

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| Objective |  | I’m looking to broaden my career and gain new achievements and skills as a team leader and management professional. Through my experiences, I strive to improve and plan on overall sales, client and team building and meeting targets and deadlines. |
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| Experience |  | Retail – Toys ‘R Us 2008 - 2018I have experience working in retail for ten years. I began working within various roles in the Campbelltown and Moore Park store in nightfill, storeroom, salesfloor and register supervisor. In October 2015, I was promoted to Customer Service Manager in a new store in Burwood. I have moved to four other stores in that time as a Customer Service Manager in Miranda, Penrith, Parramatta and finishing in Casula. I also helped setup and open locations for both the Burwood, Hornsby and Marsden Park stores. I have confident knowledge in customer service, team management and leadership, KPI initiatives, merchandising, recruitment and finance.Freelance - Graphic Design 2011 - Present Having finished an Advanced Diploma in Graphic Design at Campbelltown TAFE in 2011. I have been a freelance Graphic Design, proficient in print and web design including websites, business cards, logos, banners etc. I have completed work experience for graphic design for places including Fairfax Media Liverpool and East Coast Graphics Smeaton Grange. Retail - Kathmandu 2018 - 2019 2IC at Kathmandu in Redyard (Auburn). My role involved providing expert knowledge in hiking, camping and apparel for customers. Pursing and maintaining store budgets and KPI targets. Motivating and inspiring company principles to staff and training new recruits. Managing day-to-day procedures such as stock receiving, inventory checks, cash reconciliation, refund, loss prevention and WH&S reporting. |
|  |  | Retail – Toymate 2019 – Present Store Manager at Toymate in Warriewood. My role as store manager including all aspects of maintaining and improving the performance of the store. This included; sales and wage control of labor budgets, effective rostering, achieving KPI targets and controlling store expenses. Leading WH&S and current COVID-19 procedures, as well as efficiently upholding company administration policies and responding to emails and directives in a timely fashion. Recruitment and training all staff members in policies and procedures of the store, providing encouraging feedback and identifying future leaders. Improving store experience with customer feedback, store tidiness, working with Centre management and marketing teams to improve store visibility and analyzing customer conversions, product sales and staff engagement. Directing merchandise and ticketing standards on shopfloor, registers and storeroom, managing daily tasks and sale targets for staff members and minimizing loss prevention with daily audits. |
| Education |  | Elderslie High School 2003-2008Campbelltown TAFE – Certificate IV in Graphic Design 2009Campbelltown TAFE – Diploma in Graphic Design 2010Campbelltown TAFE – Advanced Diploma in Graphic Design 2011 |
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| Skills |  | I am certified in RSA, RCG, First Aid and CPR. As well as skills and training in customer service and sales. Proficient in current Photoshop, Illustrator, Indesign and Dreamweaver programs. Volunteer at Gig Buddies through ACL Disability services. I have completed both STAR training and Super STAR training programs through Toys ‘R Us and completed Management Development Program in Toys R Us. Currently studying Certificate IV in Leadership and Management at TAFE NSW. |
| References |  | Najib El-Deiri– Current NSW and VIC Area Manager/Communications Manager/Operations Online Manager – M: 0433622299 / E: najib@toymate.com.au  Kyle Oliver – Former South-West NSW Area Manager/Store Manager, Toys ‘R Us Casula – M:0415465880 / E: oliverkyle@hotmail.com  Glenn Geisler– Former Head of Operations at Toys R Us/Current Training & Development Area Manager for ACT – M:0418430726 / E: glenn@toymate.com.au  Ryan Costa – Client, Helped design and advertise for his E-Commerce business – M:0449633180/E: [ryan.costa20@hotmail.com](mailto:ryan.costa20@hotmail.com) |
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