

# MEREDITH COYNE

## EXPERIENCED STRATEGIC BUSINESS, SALES & FINANCE LEADER

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### PROFESSIONAL SUMMARY

Results-driven Business Leader skilled in sales, finance and leadership with a deep-rooted passion for operational excellence. I have 14+ years of experience producing results, driving sales, increasing revenue and business growth within the retail industry. I am skilled in developing and executing strategic sales; implementing robust action plans and driving revenue growth. My work ethics are centered on being self-motivated, resilient and adaptable with a passion to succeed.

### AREAS OF EXPERTISE

*Leadership | Sales Management | Financial Reporting | Sales Forecasting | Business Development | Client Relations | Process Improvement | Budget Control | Accounting | Sales Cycle | Sales Analytics | Process Improvement | P&L Data Analytics | Strategic Planning | Revenue Management | Customer Service | Training & Development*

### CAREER ACCOMPLISHMENTS

#### Target

- In 2020, lead store to pick up 289% in Omni sales and 22% in instore sales through strong omni routines and reacting to business needs in unprecedented circumstances, picking up \$14M in sales.
- Focused on Talent development since starting, have promoted 1 TL to an ETL position and promoted 4 Team Members to Team Lead positions.
- Worked with direct leaders on strong routines around a culture of development.

#### Macy's

- Leading two locations in a market with the #10 performance over plan in the total company in 2019
- Macys District Merchant of the Year Recipient in 2017.
- Developed community outreach events at University of North Carolina that resulted in a \$120k in sales
- Collaborated with National planners evaluating customer demographics and added a new product assortment based on analyzing data to increase revenue company-wide by \$250K in sales.
- Identified \$200K in sales opportunity within Sunglass Hut through a focus on working with leased partnership in product assortment and talent development. Increasing store penetration by +2 bases points over total Macys.
- Improved customer and employee engagement with a survey of +18 points over a 2-year period and the #1 result in District
- Responsible for developing leaders and successfully transitioned multiple leaders into larger roles.

### PROFESSIONAL WORK EXPERIENCE

#### Store Director

April 2020-Present

#### Target – Port Orange

- Responsible for overseeing 150+ team members, 21 team leaders, and 5 direct reporting Executive Team Leaders.
- Responsible for developing and leading leaders across many functions to build strong routines around store operation.
- Cultivated a culture of inclusivity through townhall conversations that encouraged feedback through different perspectives while creating space to feel comfortable with open dialogue.
- District Captionship focused on Guest Experience, created strategies, and followed up with peers around district opportunities in guest feedback and follow up routines.

**Store Manager****August 2018-April 2020****Macys – Daytona Beach and Altamonte, FL**

- Responsible for overseeing 150+ employees with an increase of 200+ employees during season and 11 direct report executives.
- Responsible for leading management, developing employees and building robust retail operation teams.
- Meets budgetary obligations in support of organizational mission.
- Enhanced and executed continuous improvement strategies that align with organizational mission.
- Responsible for researching, developing and executing on revenue goals to support business initiatives.
- Support organizational leadership and peers in accomplishing all strategic initiatives and goals.

**Store Manager****April 2018 – July 2018****Macys – Sanford, FL****District Merchant of Beauty****July 2016 – March 2018****Macys – North Carolina/Virginia District****Assistant Store Manager of Beauty, RTW, and Home****November 2014 – June 2016****Macys – Aventura, FL****Single Store Merchandise Manager****October 2013 – October 2014****Macys – Merritt Island, FL****Sales Manager****October 2010 - September 2013****Macys Millenia - Orlando, FL****Sales Manager****March 2007 – September 2010****Macys Herald Square – New York, NY****Receptionist on Campus Dorms****August 2005 – April 2006****Florida State University – Tallahassee, FL****Multiple Positions within Customer Service including leadership roles****May 1999 – August 2004****Publix - Naples, FL & Tallahassee, FL****EDUCATION & PROFESSIONAL AFFILIATIONS*****Bachelor of Science*****Major:** Economics and Applied Mathematics

Florida State University, 2006

**TECHNICAL SKILLS**

Proficient in MS Word, Access, Excel, PowerPoint, Outlook, Publisher and AutoCAD

**REFERENCES AVAILABLE UPON REQUEST**