

Richard Bobby Avalos

RichardBobby.Avalos96@gmail.com | (909) 996-8212

EXPERIENCE:

Nordstrom

Department Manager of Sales (Nordstrom)

May 24-Present

- Operated and managed a \$6 million department in the Men's Casual division consisting of 8 sales employees
- Supported and managed one of 20 styling Ambassadors for the company to develop social media posts to drive traffic through digital sales and into the store
- Developed a digitally enabled team who went from 30% adoption of digital selling to 100% adoption after tenure
- Drove top results in customer acquisition through our credit applications and improved employee participation going from 22% participation to 100% participation
- Beat Q2 plan by \$75,000 and shrunk our year to date deficit from 8% decrease to 0.5% in one quarter
- Improved department shrink results to aid fulfillment of product by 7% percent, going from 18% reject rate to 11%

Department Manager of Sales (Nordstrom)

Jan 24- May 24

- Operated and managed a \$10 million department in the Men's Casual division consisting of 13 sales employees, a personal stylist and personal stylist assistant and assistant department manager
- Supported and managed top 20 seller in the company that nets over 2 million annually
- Developed a digitally enabled team who went from 0% adoption of digital selling to 100% adoption after tenure
- Improved department shrink results to aid fulfillment of product by 9% percent, going from 20% reject rate to 11%

Department Manager of Sales (Nordstrom)

May 2022 - Jan 24

- Operated and managed a \$6 million department in the Men's division consisting of 12 sales employees
- Supported and managed the locations first Million Dollar seller
- Developed a digitally enabled team who drove region wide best results for digital selling and improving metrics over 300%
- Ended 2022-2023 Fiscal Year beating plan by 14% and picking up \$600,000
- Team won company wide vendor contest and placed #1 in Company beating out largest doors in the company
- Received Q3 2022 Value Leader (regional award presented to top-performing manager in the culture sector for being "Here to Win")
- Received Q4 2022 Teaching Selling award (regional award presented to top-performing sales manager who was able to "teach selling" the best in the region presented to me for my year end numbers and digital results)
- Improved department shrink results to aid fulfillment of product by 23% percent, going from 30% reject rate to 7%
- Helped roll out RFID program to store team and region by participating in pilot program

Department Manager of Sales (Nordstrom Rack)

Aug 2021 - May 2022

- Operated and managed the largest sales floor in the district at \$26m, which also includes the largest staff of 40 direct reports across 5 depts
- Directed full-cycle recruitment efforts within the site (from job post to offer), creating recruitment/onboarding plans for over 60 new hires
- Transitioned self-developed sales and customer retention strategies to be site-standard and trained staff, increasing revenue by 45% (3 mos)
- Acted as liaison between corporate leadership and retail site management to spearhead KPI strategy, site financial management, and more
- Tracked full-scale inventory management, managing data entry for orders, replenishment, and monitoring stock for over 600 products daily
- Received 2021 Q3 Value Leader (regional award presented to top-performing manager in the culture sector for being an "Owner at Heart")
- Rise up Contest Winner (issued to stores providing the best monthly sales trends within their division nationally)

Customer Experience Manager(Nordstrom Rack)

May 2021 – Aug 2021

- Managed and developed a team of 15 on a \$24M site through self-designed sales/customer service techniques and achieved the highest customer satisfaction score in the district for the site (at 83.8%); Improved the team's KPI performance from #5 to #1 in the district
- Developed a digitally enabled team by achieving 85% of email captures at POS and consistently promoted Nordstrom's Rack App to over 18%-25% of weekly transactions, exceeding the corporate goal of 15% and generating over \$150,000 in sales lift monthly as a result
- Oversaw three back-office associates who managed and tracked revenue for the site, from verifying funds to initiating bank deposits
- Created a rigorous employee development plan, resulting in the promotion of two associates to assistant manager positions
- Consistently monitored team and site KPI's and developed achievement plans which achieved a 96% success rate of KPI surpassing

Interim Department Manager of Sales (Nordstrom Rack)

Oct 2020 – Jan 2021

- Designed a cross-training program which decreased the site operating budget by over 40%, simultaneously allowing employees to develop and grow rapidly within the site; Initiative allowed the store to exceed district metrics by over 50% and spanned across 20 employees
- Provided full-cycle recruitment initiatives; Created job descriptions, posted roles on job boards, interviewed, hired, and managed 20 staff
- Oversaw 5 departments; Achieved QTD sales at -23.5%, beating forecast and budget by 16.5%, held a #7-ranked men's division across the Nordstrom Rack division, and received the Make Merry Award (regional award presented to top-performing manager in the culture sector)
- Executed the "Price Store" Project, (among the first sites to implement the now-global standard), leading stores to consistently exceed sales
- Conducted daily, weekly, and monthly touch-bases with teams and individual members to develop strategies on best tactics to meet KPI's

Interim Assistant Inventory and Fulfillment Manager (Nordstrom Rack)

Mar 2020 – Jul 2020

- Fulfilled 12,000 orders with a UPH rate of 9.2, achieving the 2nd lowest reject rate in the district of 9.3% and the 3rd highest same-day ship/same day pick percentage of 89.4% (during 5-month interim assignment)
- Recruited, managed, and designed trainings for, a team of 14 fulfillment associates; Created job descriptions, posted roles on job boards, and utilized similar award-winning, self-designed training to exceed historical KPI's for the site
- Unveiled an entirely new operating system for the site, (DSQO), which increased store capabilities while sites were closed to the public
- Monitored the store's inventory and tracked inventory markdowns, price changes, return to vendor (RTV's), and overall inventory health
- Partnered with colleagues on site improvement related to inventory or processes; Designed initiatives decreased previous concerns by 45%

Assistant Department Manager of Sales Nordstrom Rack)

Dec 2019 – Mar 2020

- Managed an \$18m department, spanning across 5 departments and over 20 direct reports; Exceeded sales goals yearly by 20%
- Recognized with 2 performance-based awards during tenure: 2 Rise Up Contest Winners (issued to stores providing the best monthly sales trends within their division nationally)
- Hired, developed, and retained over 20 employees and designed subsequent trainings which received national recognition

Sales Associate (Nordstrom Rack)

May 2018 – Dec 2019

- Sales Associate for various departments during tenure; Customer Service, Shoes, Men's, Accessories, and Back of House operations
- Recognized as 2019 Q2 All Star; Nordstrom's highest award for employees who demonstrate outstanding Customer Service

EDUCATION:

California Baptist University, (Riverside, CA)

Master of Business Administration – April 2020

Bachelor of Arts, Psychology – May 2018

SKILLS:

Frameworks/Programs: Microsoft Suite, Google Suite, QuickBooks

Administration: SPSS, Tableau, Oracle SIM, DSQO, Forsee

Creative/Design: Canva, Photoshop, Adobe Suite