

# Pedro Vinícius da Silva de Melo

31 years old, brazilian, single

Pechincha - Jacarepaguá, Rio de Janeiro - RJ

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## Qualifications

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- Team management
- Training and Development
- Administration and Sales
- Focus on results
- Customer Relationship

## Academic education:

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**Escola Superior de Propaganda e Marketing - ESPM (2021 - 2022)**

MBA in Strategic Retail Management

**Escola Superior de Propaganda e Marketing - ESPM (2015 - 2017)**

MBA - Business management and competitive intelligence

**Faculdade de Comunicação Social – FCS / UERJ (2009 – 2013)**

Bachelor of Social Communication - Qualification in Public Relations

## Professional experiences:

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- **LEROY MERLIN – (may/2017 -); global building material store with more than 50000 employees.**

**Store Director (2022 - ):** Director of a store with revenue of +110 MM/year. Monitoring of teams in search of operational excellence (+150 employees). Training of new leaders to ensure growth and new store openings. Manage, lead and motivate sales teams. Responsible for purchasing, selling and managing product inventories. Planning of commercial actions, events, orders and volume negotiations, assortment and execution at the point of sale. Control of general expenses, personnel and losses.

**Management Manager (2020 – 2021):** Definition of strategies through the analysis of management indicators, market assessment, elaboration monitoring of objectives. Manage the unit's maintenance, IT and services (cleaning and security) teams. Monitoring accounting records, invoices, calculating taxes and preparing and monitoring the loss prevention plan.

**Commercial Manager (2017 – 2019):** Product purchase management, building commercial dynamics, store operation, negotiation with suppliers, team building and new leadership. Hiring, training and development; focus on achieving the established objectives. Manage team's work schedules, assuming all responsibilities related to the customer and other operational aspects of the store.

- **RIACHUELO – (jan/2014 - sept/2016); national fashion retail company with more than 40,000 employees.**

**Operation Manager (2015-2016):** Manager of a store with revenue of +16 MM/year and team management of more than 50 direct employees. Operational profit growth of 47% (2015) over the previous year through financial indicators linked to the Riachuelo Card (financial products). Increase in external customer satisfaction, through team engagement, making them aware and committed to the company's mission and values. Development of potential leaders. Responsible for metrics such as: HR management, financial indicators and administrative KPIs.

**Trainee (2014):** Trainee of the executive development program, having the opportunity to perform job rotation in the main areas of the organization;

- **Nestlé Sorvetes – Communication Intern (jun/2012 - set/2013); multinational company in the food sector;**

- Visual management of the Continuous Improvement project “Goals Alignment”;
- Creation and organization of events;
- Elaboration of the Communication Plan;
- Contact with suppliers, control of invoices and control of the SAP invoice system;
- Implementation and management of the Continuous Improvement project.

- **Simonson Store Station – Convenience store clerk (dec/2011 - mar/2012); American gas station company;**

- Work experience exchange in the USA in Williston, North Dakota;
- Improvement of the English language with experience in another country;
- Responsible for the daily routines of the convenience store such as: control entry and exit of goods, organization and cash flow.

## **Languages:**

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**Portuguese** – Native

**English** – Advanced

**Spanish** – Medium

## **Additional information:**

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Leader of the Future e APP – CRESCIMENTUM

Coach Leader Development – RIACHUELO

Management of High Performance Teams – RIACHUELO

Volunteering: JMJ e GVD (Global Volunteer Day - Prudential)

Experience and domain in SAP environment