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| Jana C. Lappas |
| 877 Southern Drive, Franklin Square, NY 11010 |
| (516) 312-6695 |
| jcl256@hotmail.com  **Senior Retail/ Sales Management Professional**  Accomplished Sales Manager with experience in operations, retail management, customer service,  and marketing. Proven capacity to lead teams through change with influence within fast-paced  multi-cultural environments. Demonstrated a track record of identifying client needs, built strong  partner relationship and encouraged retention. Effective leader expert in developing highly  productive, sales- driven teams by implementing customer- focused training. Proficient in forecasting  future sales by analyzing market trends and sales figures. Possess acute sales management acumen, and  exceptional communication, interpersonal and cross functional skills.     |  |  | | --- | --- | | **Experience** | **Lord & Taylor, Garden City, NY** *June 2009-February 2016*  **Area Sales Manager: Fine Jewelry, Fashion Jewelry, Ladies’ Coats, Ladies’ Swimwear, Children’s Wear, and Men’s Furnishings.**   * Proficient in managing all areas of department operation: sales, customer service, event planning, store marketing, clientele development, inventory management, and visual presentation. * Lead a team of twenty performing sales associates with accountability for staffing, goal setting, coaching, and performance management. * Recognize each team as a one of the very best customer service departments in the store through consistent training and coaching on sales. * Utilize revenue to monitor sales, analyze deficiencies, and respond to opportunities. * Perform monthly events with main vendors in Fashion and Fine Jewelry to stimulate business development.   Key Accomplishments:   * Led Center Core Fashion Jewelry for $6M in annual sales and oversaw the 7th floor in the company’s flagship store in New York City, with comprehensive accountability for $11M in annual sales volume. * Functioned with all vendors on setting special events for the 100th year celebration of Lord and Taylor, while narrowing the gap to plan every day, driving new accounts, and clientele development to rise repeat business. * Generated 55% of sale growth in the fine jewelry department in seven months by launching an aggressive sales strategy, developing planning and executing highly effective events to achieve retail objective. * Established ongoing leadership in clientele development and loyalty program evolution; exceeded personal credit application high target by a maximum of 1433% in a single year.   **Fortunoff, Westbury, NY** *November 2005-May 2009*  **Fine Jewelry Sales Supervisor**   * Directed every area of the fine jewelry department, including gold, silver, watches, estate pieces, precious diamonds, and rings. * Delivered full support to resolve customer service concerns of department in a timely and professional manner.   Key Accomplishments:   * Skillfully trained, coached, and administered a team of seventy-five sales associates to arrange top high levels of customer service and registered clients in the company’s loyalty program for optimal results.   **Victoria’s Secret, NY** *November 2000-June 2005*  **Co-Director**   * Selected by the district manager to train, coach, and advance new managers in the district to meet performance expectations. * Executed new systems and retrained teams in thirteen stores. * Superintended all phases of a major renovation project in the Massapequa store as well as completed the project on time and met all corporate expectations.   Key Accomplishments:   * Spearheaded teams of thirty-five in every area of the store comprising sales and customer service, clientele development, visual merchandising, inventory control, and loss prevention. * Delivered support to the director of the Valley Stream, NY and Massapequa, NY locations with all recruiting, training, and store operations, generated $4.3M in annual sales. * Attained considerable improvement in key performance metrics as well as ranked first in the region for credit card performance and decreased inventory shrink results by total 2.5%.   **Stern’s, Garden City, NY** *May 1995- November 2000*  **Counter Manager**   * Steered a busy Clinique counter; directed all affairs of sales and clientele growth, stock levels, and event planning. Trained and advanced 3 top sales consultants who were promoted to counter manager in an effective manner.   Key Accomplishments:   * Involved in important performance targets to gain awards for personal sales success and the credit achievements. * Achieved the prestigious President’s Award in 1998 as the “Federated Employee of the Year” and the “Stars to New York Award” as the “Best-in-Class Counter Manager.” 1999 | |  |  | | **Education** | **Laboratory Institute of Merchandising, NY**  Degree: Associates in Occupational Studies | |  |  | |
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