

# MARK A. GEORGE

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## OBJECTIVE:

Retail Management

## RETAIL EXPERIENCE:

J.C. Penney- Buffalo, New York 2002- Present  
*Retail Management*

- Oversaw operations of nine branch store departments.
- Hired, supervised, and evaluated more than 50 salespersons.
- Monitored customer relations, accounts payable functions, and merchandise flow through Traffic and Receiving departments.
- Managed inventory of over \$1.5 million.

### *Merchandising*

- Introduced new line of merchandise resulting in a \$24,000 sales increase over the previous year.
- Created "Christmas Shops" for key merchandise in Buffalo store which extended to all branches.
- Monitored and balanced stock daily to maximize profits.
- Designed advertising campaign, which generated at 50% sales increase from preceding year.

### *Sales Training*

- Developed a video training program used in branch stores for new department managers.
- Implemented hands-on training services for over 100 staff members, emphasizing product knowledge and sales techniques.

## PROFESSIONAL DEVELOPMENT:

Retail Workforce Management Conference- New York, New York 8/2011  
*Seminars*

- Retail Marketing Objectives
- Developing a Sales Strategy
- Retail Visual Merchandising

## ASSOCIATIONS:

Retail Advertising and Marketing Associates, International  
Apparel Retailers of America  
American Management Association

## COMPUTER SKILLS:

Microsoft Office Suite; Adobe Creative Suite

## EDUCATION:

State University of New York College at Buffalo  
*Bachelor of Arts in Public Communication*

## COMMUNITY EXPERIENCE:

*Volunteer Firefighter, Little League Coach*