

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