

TINA L. FAWCETT

123 Mohansic Avenue
Yorktown, NY 10598

email: Tinalfaw@gmail.com

Mobile: (917) 532-5877

MANAGEMENT PROFESSIONAL Retail Sales / Operations

SUCCESSFUL, HIGHLY-EXPERIENCED MANAGEMENT PROFESSIONAL with proven 15+ year track record in a progression of increasingly responsible positions. Technologically talented; versatile in applying strong problem resolution skills and demanding precision to deliver impressive performance gains and drive sales growth. Fast-track promotion through a series of increasingly responsible, mission-critical leadership positions predicated on achievement of targeted performance gains. *Fast track, forward-thinking manager* with proven ability to operate effectively under pressure in time-sensitive environments. A demonstrated and verifiable track record for utilizing strong technical and interpersonal skills to build trust and enhance relationship development. *Proven success in leveraging employee talents to improve sales techniques, process and procedures and deliver considerable growth in overall business financials.* Reputation for consistently surpassing customer / client satisfaction goals. Possess *exceptional leadership, team building and business development skills.* Solid reputation for building synergies. *Consistently commended for exceptional trouble-shooting and problem resolution skills* Diplomatic, insightful manager with proven track record in promoting cooperation.

Signature Skills & Competencies:

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| ✓ Change Management | ✓ Team Building, Mentoring & Leadership | ✓ Strategic Partnerships |
| ✓ Process Improvement | ✓ Inventory Management | ✓ Project Management |
| ✓ Client Relationship Management | ✓ Qualitative / Quantitative Analysis | ✓ Business Development |
| ✓ Quality Systems Implementation | ✓ Productivity & Performance Gains | ✓ Performance Management |
| ✓ Strategic Planning / Process Improvement | ✓ Tactical Planning & Implementation | ✓ Visual Merchandising |
| ✓ Training & Development | ✓ Cost Reduction Strategies | ✓ Risk Management |

Reputation for directing agile teams in developing and implementing innovative solutions to boost efficiency in driving revenue and profit growth

VALUE OFFERED

- ◆ Verifiable track record in creating store culture and employee engagement standards while directing employee relations.
- ◆ Proven success in supervising staff of 200+ within an \$80 million store (Best Buy).
- ◆ Highly adept in evaluating sales performance metrics and spearheading effective modifications in response to marketplace changes.
- ◆ Reputation for effectively choreographing multiple, simultaneous activities in order to consistently achieve targeted goals.
- ◆ Accomplished presenter to audiences from subordinate staff through corporate executives.
- ◆ Demonstrated proficiency in creating positive store culture and enhanced employee engagement standards.
- ◆ Highly adept with the Microsoft Office Suite with extensive experience implementing CRM software packages.
- ◆ Bilingual: English and Korean

CAREER HIGHLIGHTS

- ◇ **Credited** with being instrumental in **creation and successful implementation of the New Store Opening support Team Project, achieving attainment of the gold standard for stores world-wide.**
- ◇ **Consistently recognized** for **outstanding success** in both **sales** and **direct marketing environments.**
- ◇ **Achieved reputation for the highest employee satisfaction score** for direct reports at West Hollywood and West Los Angeles Best Buy stores for **numerous consecutive years.**

**EXECUTIVE
EXPERIENCE &
MILESTONES**

January 2018 –
March 2020

THE MARS AGENCY, South Korea

GLOBAL LEADERSHIP CONSULTANT / GLOBAL PROJECT LEADER attached exclusively to Samsung to *deliver world class strategies laser-focused on improving operational effectiveness and dramatically boosting retail sales.*

Global Retail Leadership Consultant - Samsung Mobile HQ Exclusive

- ◆ Evaluated numerous Samsung Experience Stores along with the associated Subsidiary for operational standards in order to provide catered solutions *yielding enhancements to operational excellence.*
- ◆ Formulated well-received retail operational guidelines and leadership execution standards for Samsung Mobile’s global digital training material
- ◆ Developed effective operational and in-store guidelines/policies and leadership execution standards.
- ◆ Successfully partnered with Multiple Samsung HQ departments including Training & Development, Research & Development, B2B, and Store Design providing insight on retail execution.
- ◆ Provided well-received support to Pop-up stores during new product launches, providing leadership and sales training.

New Store Opening-Global Project Leader - Samsung Mobile HQ Exclusive

- ◆ Globally led and managed the NSO team comprised of Retail Experts in support of Samsung Experience Stores for new store opening readiness focusing on leadership business rhythms, employee engagement, customer experience, store environment management in addition to Employee training & development.
- ◆ Formulated and delivered handbook covering:
 - ⊕ LEADERSHIP PRACTICE – Planning & Execution; Talent Acquisition; Onboarding; Labor Mgt; and Path to Excellence
 - ⊕ STORE ENVIRONMENT – Store procedures; Visual Merchandizing; and Inventory Management
 - ⊕ SALES ENGAGEMENT – Selling Culture; Productivity Management; and Customer Relations
 - ⊕ EMPLOYEE MANAGEMENT – Roles & Responsibilities; Employee development; Employee Engagement; and Employee Retention
 - ⊕ ADDITIONAL TOOLS – Product Launch Playbook & Tools; B2B SMB Playbook & Tools.
- ◆ Nurtured effective partnership with store leadership (3rd party) and each country’s subsidiary to bridge the gap between Samsung Headquarters and all shareholders.
- ◆ Provided effective training and guidance to store leadership teams on retail management.
- ◆ Coached store leaders to execute store 360 assessments and assisted in the creation of effective store action plans for areas of opportunity. Provided follow-up visits to validate store 360 assessments.

January 2015 –
January 2018

FORPLAY INC., Los Angeles, CA / **FORPLAY STYLE HOUSE**, Las Vegas, NV

National Sales Director

- ◆ Effectively direct all aspects of Pop-up shops: Electric Daisy Carnival Las Vegas, LV day/night clubs, etc.
- ◆ Directed all tradeshow exhibitions for ForPlay Style House.
- ◆ Oversee hiring, training, and developing seasonal and permanent sales and production team members.
- ◆ Effectively support the HQ Business-to-Business team with tradeshow including: MAGIC, Halloween Expo, ILS, etc.
- ◆ Successfully function as Company Buyer for both e-commerce division and showroom.
- ◆ Executed highly-successful customer outreach to *substantially grow client base* and maintain relationships.
- ◆ Managed all areas of the business: Operations, Services, Inventory, Merchandise, and sales.

National Sales Director *continued*

- ◆ Continue to provide on-going consulting in addition to directing seasonal special projects.

Selected Achievements:

- ◇ **Recognized** for **achieving substantial expansion** of both **products and services** through **creation of a new entertainment division** (ForPlay Style House) dedicated providing custom attire for nightclubs, casinos, bars, and major brands, globally.
- ◇ Masterminded Grand Opening of the ForPlay Style House private showroom in Las Vegas.
- ◇ **Delivered explosive 150% pop-up sales revenue growth.**

November 2003 –
October 2014

BEST BUY, Southern California

Effectively directed day-to-day operations within a fast-paced environment with emphasis on increasing productivity and operational efficiency levels. Frequently transferred to under-performing departments to remediate problematic tendencies. *Winner of multiple MVP awards.*

BEST BUY #103, City of Industry, CA**Operations Manager/Multi-Channel Sales Support Manager**

December 2012–May 2014

- ◆ Subsequent to management realignment, took over all management functions with the exception of sales manager.
- ◆ As lead, spearheaded 2013 and 2014 comprehensive Physical Inventory achieving 100% reconciliation.

BEST BUY #109, West Los Angeles, CA**Portable Electronics Supervisor/Customer Solutions Manager**

April 2011–December 2012

- ◆ Credited with enabling sales staff to drive world class customer experience.

Inventory Supervisor

November 2010–April 2011

- ◆ Recognized for exceptionalism in ensuring efficient, effective, and timely execution of store merchandising and product inventory efforts including: shipping & receiving; warehouse organization; integrity of physical products and paperwork; planograms; replenishment; signage; pricing; ad set; and truck productivity.

Best Buy Territory 1, Southern California Market**Multi Channel Community Liaison, Korean Initiative**

2010

- ◆ *Specially recruited for this newly created position by the District Manager with enthusiastic recommendation of the General Manager.*
- ◆ Configured and launched well-received program improving marketing efforts toward the Korean communities.

Best Buy #393, West Hollywood, CA**Operations Manager**

2007– 2010

- ◆ Effectively directed a team of up to 200+ associates; provided individualized coaching in addition to handling HR functions.
- ◆ Played integral role in planning and hosting celebrity events for Lady Gaga, Pitbull, Jennifer Lopez, Magic Johnson, Christina Aguilar, Romeo Santos, in addition to other luminaries.
- ◆ Aably executed large scale movie/gaming release events for FIFA, NBA2K12, Call of Duty, Halo, etc.
- ◆ In addition to management functions, spearheaded company events and major launches including but not limited to Store Celebrity signings, release parties, major product releases such as PLAYSTATION and GUITAR HERO.

Service Manager

2006 – 2007

- ◆ Effectively coached and trained all Agents and sales employees of Services and Solutions for the customer. Oversaw Geek Squad Agents culture, environment, and brand standards.

Operations Senior / Customer Service Representative / Admin

2005 – 2006

EDUCATION**FASHION INSTITUTE OF DESIGN AND MERCHANDISING**, Los Angeles, CAMajor: Visual Communications

2002-2003