

Laura Bennett

Retail Business Owner

CONTACT

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United States, New York, NY

EDUCATION

2012 - 2016

Bachelor's Degree in Business Administration

New York University, United States, NY

Certified Retail Management Professional

National Retail Federation (2020)

PROFESSIONAL SUMMARY

Dynamic and results-oriented Retail Business Owner with over 8 years of experience managing all aspects of operations, including inventory management, customer relations, and staff training. Proven track record of increasing sales and profitability through innovative marketing strategies and superior customer service.

EXPERIENCE

Owner/Manager 2019 - Now

Bennett's Boutique, United States, New York, NY

- Manage a team of 10 employees, handling hiring, training, and performance reviews.
- Oversee inventory control, implementing new software to minimize stock discrepancies by 25%.
- Develop and execute seasonal promotional events that boost foot traffic and online sales.
- Strengthen relationships with local vendors and customers to increase repeat business by 15%.
- Lead targeted marketing efforts that have resulted in a 40% increase in annual sales.

Assistant Manager 2016 - 2019

Chic Threads, United States, Brooklyn, NY

- Assisted in overseeing daily store operations, focusing on employee performance and customer service.
- Conducted market research to help develop promotional strategies that increased store visibility.

SKILLS

Retail operations management	★★★★★
Inventory control and supply chain management	★★★★★
Customer service excellence	★★★★★
Digital marketing and e-commerce	★★★★★
Budgeting and financial planning	★★★★★
Leadership and staff development	★★★★★