



Jessica White

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Retail sales manager with expertise in team leadership and revenue growth

Dynamic sales manager with eight years of experience in retail operations, sales strategy, and employee development.  
Passionate about optimizing store performance.

## Professional Experience

### Retail Sales Manager

*Fashion Forward, New York, NY*

*June 2019 - Present*

- Increased store revenue by **30%** through **customer engagement initiatives and sales training**
- Reduced employee turnover by **20%**, improving workplace satisfaction
- Developed and executed promotional campaigns, increasing foot traffic by **25%**

### Assistant Store Manager

*Trendy Apparel, Brooklyn, NY*

*July 2016 - March 2019*

- Supervised a team of **12 employees**, ensuring **smooth store operations**
- Improved visual merchandising, leading to a **15% increase in impulse purchases**

## Education

**Bachelor of Science in Business Management**  
New York University

May 2016

[LinkedIn](#) | [Portfolio](#)

## Key Skills

- Retail operations and inventory management
- Sales forecasting and revenue growth
- Customer service and retention strategies
- Staff hiring, training, and development