



# 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