

Amy Cunningham

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PROFILE

Store Manager

Driving Sales Results through Leadership and Team Building

Passionate management and sales professional with proven track record of success. Experience growing multimillion dollar retail sales 30% year over year. Expertise lies in developing and leading successful managers. Demonstrated ability to exceed company goals, enhance employee engagement, implement efficiencies, and improve communications both within the company and with outside accounts/suppliers. Award-winning leader known for my ability to align employee goals with organizational goals.

CORE COMPETENCIES

- Training & Development
- Exceeding KPI's
- Inventory Management
- Organizational Leadership
- New business development
- Implementing new product roll-outs
- Insuring positive guest experience
- Team recognition programs
- Structure pricing
- Process improvement
- Profitability analysis
- Loss Prevention

SELECTED PROFESSIONAL ACCOMPLISHMENTS

Turned around a demotivated team producing poor performance results. Identified new sales and service opportunities. Improved relations with key designers and renewed long-term clients. Improved team performance through shoulder to shoulder training, close monitoring, and coaching program. IMPACT: Protected key accounts from competitors. Increased sales to achieve recognition.

Founded, led, and recently sold a profitable and community-minded small business. Created and built a long-term profitable small business model. IMPACT: Generated 10 jobs paying more than local competitors. Supported local community organizations with portion of profits.

Led successful new product line launch and increased store revenue. Initiated and trained staff on Bare Escentuals product line launch in upscale Salon. IMPACT: Increased sales 30% year over year and retained territory rights with exclusive brand.

Top performer in sales while entering new industry. Developed relationships with customers using a consultative sales approach. Built trust and engaged in constructive needs based problem solving IMPACT: Exceeded KPIs month over month. Received national recognition for customer service.

Streamlined salon inventory system and regained profitable inventory system. Salon was consistently operating 35%+ above budget for product orders. Performed analysis of inventory, budget constraints, and expenditures. IMPACT: Implemented new ordering systems that brought average order to 15% below budget within one month.

Hired multiple new employees while maintaining low impact on product usage. Created inventory efficiency measures and trained new staff during onboarding. Expanded sales revenue with minimal impact on product budget. IMPACT: Increased salon revenue growth while maintaining profitability.

EDUCATION

Bachelor of Arts in Theatre and English

East Texas Baptist University, Marshall, TX

Associates of Science in Cosmetology

Northeast Texas Community College, Cason, TX

PROFESSIONAL EXPERIENCE

James Avery, Bastrop, TX

2019

Assistant Store Manager

- Recruit, inspire, and onboard high performing sales professionals
- Manage team of 20+ sales Associates in daily performance, and customer service
- Utilize Kronos, POS, and company reporting to monitor sales team KPIs
- Train and educate on all facets of the sales process, demonstrations, and product care
- Store set, and design
- Operations, foster new strategies, to increase profit

CarMax, Austin, TX

2018

Sales Manager

- Recruit, inspire, and onboard high performing sales professionals
- Manage team of 50+ sales reps in daily meetings and performance reviews
- Utilize Salesforce, Workday, and company reporting to monitor sales team KPIs
- Shoulder to Shoulder coaching with team on exemplary customer service and sales techniques
- Troubleshoot opportunity areas in sales and service process
- Ensure positive working relationship with cross functional departments

Ulta Beauty, Austin, TX

2014-2017

General Manager/Salon Manager

- Improved operations to regain budget goals and located \$1,000+ of unused product within first two weeks as Salon Manager
- Discovered incorrect activity reporting procedures and educated team to correct deficiencies within first month in position
- Accomplished multiple stylist level promotions within first quarter in salon through effective scheduling and consistently "coaching in the moment"
- Responsible for hiring, scheduling, evaluating and motivating a team of 30+ employees
- Analyze, forecast, and control budget and payroll of high volume location
- Leverage effective training of staff to grow long term salon sales
- Prospect and qualify new customers through conversations and referrals
- Coordinate in-store teams to grow revenue within all retail and salon product lines

Serendipity Salon, Lindale, TX

2009-2014

Business Owner/Operator

- Build and maintain book of business to secure long-term revenue for salon
- Expand business relationships in community to drive new client traffic
- Recruit leading candidates to build successful business
- Train and mentor new stylists on service techniques, and guest service
- Increase revenue by building add on products and services

Identity Day Spa & Salon, Lindale, TX
2004-2009

Bare Escentuals Sales Manager/Master Stylist

- Provide leading customer experience in hair and beauty services
- Lead educator and sales for Bare Escentuals Cosmetics
- Conduct new employee interview to recruit top talent in area

OTHER EXPERIENCE

Wicklander-Zulawski Investigative Interviewing Certified
Lead Makeup Artist, East Texas Baptist University, Drama Department
Awarded Best Stylist by County Line Magazine