

# Kirk Russell

## Manager

Greensboro, NC 27410

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470.216.4347

Charismatic and persuasive business manager and former entrepreneur offering experience in business operations management. Extensive knowledge in system processing and transitioning into a hybrid platform, from physical sales into a collaborative e-commerce singularity. I am highly enthusiastic, poised, numbers oriented, organized and a proven team leader who thrives in multi-tasking in a fast paced environment.

\* Business management \* Marketing Knowledge \* E-commerce Digital I.Q. \* Hybrid Fusion of Online & Offline campaigns \* Extensive knowledge in high volume sales \* Excellent communication skills \* Multitasks in a fast paced environment \* Client-Customer driven \* Deep Analysis & forecasting \* Numbers driven \* Innovative problem resolution \* Microsoft office affluent \*

Willing to relocate: Anywhere

Authorized to work in the US for any employer

## Work Experience

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### Operations Manager

iSuits / Russell-Dunbar Clothiers - Greensboro, NC

2006 to January 2019

- Founder of men's apparel business, specializing in men's formal attire.
- Sales of over 40,000 items sold through a hybrid of e-commerce / physical retail sales. Yearly exceeding growth in net income.
- Provided excellent customer service. Customer retention at a rate of 24% (global sales). Over 40,000 items sold via e-commerce and physical storefronts.
- Created marketing and advertising for a smooth hybrid consumer experience.
- Organized, styled and directed all photography for online media, including marketing.
- Hired, recruited and managed a successful e-commerce/retail sales team, producing a streamlined workload for a lean labor force.
- Consistently maintained sales goals and all business planning/updates for short and long term company projections.

### Manager Sales / Marketing

Global Cleaning Services - Greensboro, NC

2005 to 2006

- Developed all marketing materials.
- Created sales strategies for a broad range of cleaning services.
- Focused on obtaining new accounts and servicing existing clients.
- Created marketing tools to circulate within the tri-state area.
- Purchasing of Inventory and inventory control.
- Maintained financial losses and gains.

- Sent out invoices to customers.
- Maintained excellent Customer Service (Commercial & Residential).
- Responsible for employee training and part of the interviewing and hiring process.

## Education

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### **Some College in Communications & Business Administration**

Guilford Technical Community College - Jamestown, NC

1997 to 1999

## Skills

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- Business Development (10+ years)
- Purchasing (10+ years)
- Inventory (10+ years)
- inventory control. (10+ years)
- Purchasing (10+ years)
- Quality Control (10+ years)
- Shipping And Receiving (10+ years)
- Management
- Training
- Operations Management
- Inventory Control
- Microsoft Word
- Microsoft Office
- Lean
- Logistics
- Product Development
- E-Commerce
- Business Analysis
- Computer Networking
- Forecasting
- Project Management
- Strategic Planning
- Team Management

## Certifications and Licenses

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### **Insurance agent**

## Additional Information

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- Business Development (10+ years)
- Purchasing (10+ years)
- Inventory Management (10+ years), Inventory (10+ years)

- Inventory Control (10+ years)
- Shipping And Receiving (10+ years)