Adriana Smith

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Dedicated Customer Service Manager with 10+ years of experience in “big box” retail and food service settings. Consistently achieve record-high customer satisfaction rankings, improvements to the bottom line and turnaround of underperforming operations.

# Areas of Expertise

Customer Service Management Customer Satisfaction Enhancement Teambuilding & Training

Compliant Handling & Resolution Front-End Supervision Cost-Reduction Strategies

Retail Operations Management Sales & Margin Improvement Order Fulfillment

# Professional Experience

Adventure Works – Springfield, MA 10/03 to Present

Customer Service Manager, 9/07 to present

Customer Service Representative, 10/03 to 9/07

Promoted to manager position to recruit, train and supervise 25+ customer service reps and cashiers. Foster an environment in which guests enjoy high levels of service and employees are motivated to deliver top performance. Manage front-end operations to ensure friendly and efficient transactions at checkout. Selected Contributions:

* Won “Service Excellence Award” for instrumental role in driving record-high sales increases, propelling store to improve ranking from #32 in territory to #5 by 2008
* Reduced staff turnover by 15% in 2008, benchmarking a record-setting improvement in staff retention due to the success of employee-development and morale-building programs.
* Elevated store’s guest-satisfaction index from 86% to 92% within two years; ensured the swift resolution of customer issues to preserve customer loyalty while complying with company policies
* Served on special taskforce charged with turning around under-performing stores. Trained CSRs and managers in five struggling stores, and contributed to significant improvements in guest satisfaction and sales
* Exemplified the second-to-none customer service delivery for which Adventure Works is nationally renowned in all interactions with customers

Contoso, LTD. – Springfield, MA 7/98 to 8/03

Deli Manager, 1/01 to 8/03

Previous Positions: Counter Clerk, Cashier, Deli Associate, 7/98 to 1/01

Advanced to increasingly responsible positions, culminating in management role with oversight for a full-service deli. Directed 18 employees and managed P&L, sales, inventory, merchandising and cost controls. Maintained high standards in sanitation and safety and complied with regulatory guidelines. Selected Contributions:

* Transformed operation that was posting annual losses to achieve $159K+ in profits within one year. Met or exceeded all sales targets despite increased competition presented by the opening of two new local delis
* Introduced training programs that enhanced employee performance and helped build a motivated workforce

# Education and Training

OakTree Community College – Springfield, MA 9/98 to 5/02

Earned 28 credits; concentration in business studies

Training: Completed numerous courses and seminars in customer service, sales strategies, inventory control, loss prevention, time management, leadership, performance assessment and food safety.