

# DEANDRA A SMITH

## PROFESSIONAL SUMMARY

Diligent General Manager and sales professional with solid track record in driving revenue growth. Adept at building strong client relationships, leveraging product knowledge, and implementing effective sales strategies. Strong focus on teamwork and adaptability ensures consistent achievement of goals in dynamic environments. Skilled in communication, problem-solving, and time management. Experienced with customer relationship management, ensuring high levels of customer satisfaction and retention. Utilizes persuasive communication techniques to drive sales and foster customer loyalty. Track record of effectively collaborating with team members to achieve sales objectives and maintain positive store environment.

## SKILLS

- Adept at mastering new skills
- Schedule preparation
- Problem-solving skills
- Team supervision
- Cash handling
- Opening and closing procedures
- Retail management
- Meeting and exceeding sales goals
- Customer engagement
- Customer service
- Cross-selling techniques
- Multitasking and organization
- Training and mentoring
- Team leadership and coaching
- Stockroom management

## WORK HISTORY

### **STREET TEAM SUPERVISOR** 02/2009 to 12/2009

**Platinum INC** , Powder Springs, GA

- Boosted event attendance through strategic location scouting for effective street promotions.
- Established strong partnerships within the community to create opportunities for future collaborations on promotional events or initiatives.
- Expanded brand reach by successfully organizing and executing numerous product launches and promotional events.
- Collaborated with key stakeholders to ensure alignment of street promotion goals with overall company objectives.
- Ensured compliance with local regulations regarding permits, noise levels, and public safety during promotions.
- Developed innovative marketing strategies to attract attention from potential customers in high-traffic areas.

### **LEAD SALE ASSOCIATE** 01/2010 to 08/2010

**Six Flags Over Georgia**, Austell, GA

- Assisted guests daily with park related questions and directed patron's questions on how to enter and exit rides
- Delivered thrills and excitement safely and courteously as rides open to customers
- Assisted with installation and breakdowns of rides
- Ride operator
- Handled cash register operations and customer transactions to process payments.
- Resolved customer issues promptly, ensuring satisfaction and loyalty.

**SALES ASSOCIATE** 09/2010 to 10/2011

**Bath & Bodyworks**, Snellville, GA

- Assisted customers with store related questions about different products
- Merchandise replenishment and stocks
- Organized racks and shelves to maintain store visual appeal, engage customers, and promote specific merchandise.
- Handled cash transactions efficiently while adhering to company cash handling policies, ensuring accuracy in all financial exchanges.
- Built relationships with customers to encourage repeat business.

**SALES LEAD** 10/2012 to 04/2014

**Forever 21**, Lawrenceville, GA

- Assisted in replenishing and stocking
- Assisted visual merchandiser with daily operations
- Assisted guest with outfit coordination and store related questions
- Trained, coached, and mentored new sales associates for maximum performance.
- Provided ongoing coaching to team members, fostering a supportive environment that encouraged professional growth and skill development.

**DEPARTMENT MANAGER** 04/2014 to 03/2023

**H&M**, Lawrenceville, GA

- Oversaw inventory management processes, maintaining optimal stock levels while minimizing waste and losses due to shrinkage or obsolescence.
- Collaborated with other departments to ensure seamless coordination in achieving company-wide objectives.
- Analyzed sales performance and follow up on results.
- Maintained high visual and commercial standards in the store.
- Ensure customers have a positive experience and promote customer engagement.
- Implemented cross-training initiatives for employees, increasing overall departmental knowledge and versatility.

**ASM VISUAL MANAGER** 06/2022 to 03/2024

**Forever 21**, Lawrenceville, GA

- Increased visual impact and sales through optimal arrangement of mannequins, fixtures, walls and tables.
- Developed innovative visual merchandising strategies that drove foot traffic and boosted overall store performance.
- Managed analytical reports to identify and track sales activities and customer trends.
- Enhanced customer experience by creating visually appealing and organized store layouts.
- Managed window displays and in-store promotional materials, contributing to strong brand identity and increased customer interest.

- Assisted in planning and executing seasonal promotions to maximize revenue opportunities during peak periods.

**STORE MANAGER** 02/2024 to Current

**Puma**, Lawrenceville, GA

- Managed daily operations to ensure smooth functioning of the store, maintaining a clean, safe and productive environment for customers and employees.
- Managed inventory control, cash control, and store opening and closing procedures.
- Addressed customer complaints promptly and professionally, resolving issues to maintain positive relationships with clientele.
- Improved customer satisfaction through staff training in customer service and product knowledge.
- Maintained proper product levels and inventory controls for merchandise and organized backroom to facilitate effective ordering and stock rotation.
- Managed financial aspects of the store including budgeting, expense tracking, and payroll administration for optimal cost control.
- Conducted regular performance evaluations for team members, providing constructive feedback and guidance for professional development.
- Established a positive work environment by fostering open communication and promoting teamwork among employees.

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**EDUCATION**

**Faith Academy**, Lawrenceville, GA

**High School Diploma**

Present

**Borough of Manhattan Community College**, New York, NY

**No Degree**, Communications

**DeVry University**, Lisle, IL

**Business Management and Entrepreneurship**, Expected in 06/2026