

JOHN A. DOE

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VICE PRESIDENT - DIRECTOR OMNICHANNEL - CUSTOMER SERVICE

Extensive experience managing Multi-Million Dollar Enterprise Initiatives.

- **Executive Leader of People.** Extensive expertise in Wholesale, Retail, Ecommerce Operations, Store Operations, Contact Center Management, Financial Services and Omnichannel Initiatives.
- **Business Transformer.** Identifies and implements operational improvements, increases organizational effectiveness and drives profits while simultaneously creating a positive, enjoyable, idea-generating atmosphere.
- **Consensus Builder.** Actively engages cross-functional teams to grow, develop and deliver growth and profits.

SKILLS AND COMMITMENT TO EXCELLENCE

Manhattan Associates Distribution Order Management System (DOM)

Analytical Abilities / Business Process Reengineering / Consensus Building / Cross-Functional Team Leadership
Customer-Driven Management / Efficiency Improvements / Executive Presentations / Financial Management
Logistics / Loss Prevention / Multi-Site Operations / Policy & Procedure Development / Profit & Growth Initiatives

PROFESSIONAL EXPERIENCE

ABC COMPANY, Secaucus, NJ

2010 to 2020

Vice President, Store Operations and Omnichannel Initiatives

As Vice President for the largest pure-play children's specialty apparel retailer in North America, and key member of the management team for several critical role, successfully contributed to significant company growth and profitability.

- ▲ Led the Store Operations Team of 20 managing daily, strategic operations for **960+** retail locations across North America.
- ▲ Directly created and controlled Standard Operating Policies and Procedures, Omnichannel Operations and Support, Loss Prevention, Labor, Payroll, Physical Inventory and Field Engagement.
- ▲ Collaborated with Planning, Allocation, Merchandising, IT, Logistics, Marketing, Real Estate, Ecommerce and Finance teams.
- ▲ Managed 5 Loss Prevention Managers who control the entire fleet's loss prevention program.
- ▲ Led implementation, management, reporting and system updates for all Omnichannel use cases for The Children's Place.
- ▲ Omnichannel included Ship-from-Store (SFS), Reserve Online Pickup (ROPIS), Buy Online Pickup (BOPIS) and Buy Online Ship-to-Store (BOSS) for attachment and pickup rates, freight savings, time to Mom and BUSCON.
- ▲ Managed the in-house and third-party Technical Support Team Contact Center, that resolved technical issues and requirements for openings, closing and relocations.

Leadership Successes

- ▲ Business Lead for a **multi-million dollar** project that impacted every aspect of store technology for the entire fleet.
- ▲ Upgraded the store network and replaced old back office equipment with new CISCO routers and switches.
- ▲ Replaced primary internet in all stores from T1s to Broadband. **Result:** improved speed, efficiency and visibility to expenses.
- ▲ Moved the store's backup internet to a more efficient Cellular LTE that reduced store downtime.
- ▲ Enabled mobile technology/Wi-Fi access through all stores allowing for mobile operations and checkout. Mobile checkout **grew 30%** within 6 months of launch. UPT and ADS averaged **20% higher** than standard fixed POS checkout.
- ▲ Successfully managed replacement of **1,200+** fixed POS registers with new state-of-the-art HP touch screen devices and simultaneously replaced the OS with WIN 10.
- ▲ Replaced the old telephony system with VOIP, saved approximately **\$3M** in annual telecom expenses.
- ▲ Managed the Payroll Team in charge of more than **\$22M** annually.
- ▲ Business Lead for one of the **company's largest projects** - replaced in-store POS software in **less than 2 years**, and replaced 20-year old technology with new integrated software in **less than 2 years** from RFP to successful implementation, in addition trained the entire team of Associates and Support Centers simultaneously.
- ▲ Key member of a core team that integrated purchase of GYMBOREE that included a digital and in store experience along with policies and procedures.

ABC COMPANY *continued ...*

Vice President, Customer Service, Ecommerce Operations and Business Transformation (2013 to 2017)

- ▲ Managed operations for the digital offering, Customer Service, Ecommerce Production and the Digital Analytics team.
- ▲ In addition to Customer Service and E-Com Production as Director, assumed additional responsibility as Vice President managing the Digital Analytics team. This team focused on providing in-depth analysis on the online customer journey to allow for informed decisions to drive value. Using Adobe Omniture, the team tags, monitors, reports and analyzes key E-Com KPIs that offered Merchandising, Operations, Marketing and IT with insights that improved conversion and top-line sales. Also owning the A/B testing program, provided CRM reports for the Loyalty Program, Private Label Credit Card, Customer Segmentation and Real Estate.
- ▲ Strategic Business Lead for digital releases (desktop, tablet, mobile web/app) all enhancing the customer experience.
- ▲ Partnered with IT and Marketing to identify the user experience and directed product and vendor improvements.
- ▲ As a member of the Business Transformation Office, managed a portfolio of large-scale enterprise Customer Experience projects that included the following successes:

Leadership Successes

- ▲ Complete website redesign and re-platform that moved from a traditional CODE to a headless architecture.
- ▲ Launched eReceipts fleetwide – improved the customer service experience and generated new email connections.
- ▲ Led the company's **largest, most critical project** that revolutionized the gap between the digital and in-store experience.
- ▲ Replaced the Legacy E-com Order Management System with Manhattan Associate's Distributed Order Management System (DOM) that enabled Omnichannel capabilities, improved architecture, infrastructure and system stability.
- ▲ Successfully redesigned key site templates, significantly improved SEO, launched an A/B testing tool, introduced new Wishlist functionality and improved the ability to personalize the online customer experience.

Director, Customer Service and Ecommerce Operations (2012 to 2013)

- ▲ Managed customer service, budgets, forecasts, quality, KPIs, trends, satisfaction surveys, website FAQs and improvements.
- ▲ Directed all aspects of Ecommerce/Digital Platform and successfully led a variety of cross-functional teams.
- ▲ Oversaw users/web developers who ensured website/mobile updates matched Ecom promotions, sales and floor changes.
- ▲ Partnered with Ecom Merchants and Creative Design to market specialty shop creation, SEO and free shipping promotions.

Leadership Successes

- ▲ Managed a strategic relationship with a third-party partner and moved Call Center Operations to a lower cost center, that was near-shore location as inbound volume **more than doubled** in 3 years with an hourly rate savings of **more than 58%**.

Director of Customer Service (2010 to 2013)

- ▲ Managed the Customer Service team responsible for inbound contacts and a **\$1M** annual budget.
- ▲ Project Manager who trained all teams on an initiative to launch a new loyalty program, myPLACE Rewards.

Leadership Successes

- ▲ Outsourced calls/emails to a third-party vendor **within 4 months**, met consumer demands due to expansion of Ecommerce.
- ▲ Optimized the Case Management System and process flow, reduced average handle time (AHT) and improved productivity. AHT fell from **8 to 6 ½ minutes within 3 months** with an improved workflow.

XYZ COMPANY, Paramus, NJ

2006 to 2010

Director of Customer Service

Managed the US Customer Service Call Center that responded to 900+ calls per day to ensure consumers received outstanding customer service for repairs, orders and problem resolution.

- ▲ Created and managed the customer service budget of **\$2M**.
- ▲ Project Manager for Movado's online order entry website launched to **20+** retailers.

Leadership Successes

- ▲ Improved service quality and job knowledge through enhanced training for new hires and experienced associates
- ▲ Collaborated with after sales service, distribution, IT and sales, reduced costs and improved customer satisfaction.
- ▲ Introduced an incentive program for associates to motivate and reward productivity and quality efforts.
- ▲ Redesigned the Movado Service website - reduced inbound calls and delivered outstanding service.
- ▲ Increased consumer usage of Online Repair Processing website **400%+ within six months**.
- ▲ Spearheaded an online consumer satisfaction survey to gauge consumer satisfaction - obtained a **25%+** response rate
- ▲ Selected as a Power User for the development/ launch of a new ERP System; SAP.

EDUCATION

Muhlenberg College, Allentown, PA

Bachelor of Arts – Economics and Philosophy - summa cum laude

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EXECUTIVE ADDENDUM

EARLIER EXPERIENCE ADDITIONAL LEADERSHIP SUCCESSES

LMN FINANCIAL, Jersey City, NJ

Senior Call Center Manager

*After being acquired by E*Trade Financial, was selected to expand and manage E*TRADE's first New Jersey City Contact Center.*

- ▲ Business Expert – converted Harrisdirect clients to E*TRADE platform (telephony, communications, operational standards).

Leadership Successes

- ▲ Managed the recruitment process, interviewed/hired **300+** qualified Registered Representatives **in less than 4 months**.

Harrisdirect, Jersey City, NJ

Director of Client Services

Call Center Executive for 10+ years for an industry-leading online brokerage firm.

- ▲ Managed 3 Branch Office Managers and supervised 3 call centers that responded to **2,000+** clients each day.
- ▲ Focused on strategic call center management, product enhancements, outstanding customer service and sales.
- ▲ Managed client communications, email, self-service, interactive voice response (IVP) and chat.

Leadership Successes

- ▲ Led the Client Service Referral Program and trained Relationship Managers who referred **\$50M+ in the first 2 years**.
- ▲ Spearheaded an extensive Client Satisfaction Survey to improve the client experience, **satisfaction improved 27%+ in 16 months that contributed to Harrisdirect's #1 ranking in Smart Money and Barron's**.
- ▲ Identified new technology – implemented "Ask Harrisdirect," a natural language self-service system – reduced inbound calls and emails to the Service Center by **10%**.

Director and Branch Office Manager, Parsippany and Jersey City locations

- ▲ Hired and supervised **100+** Registered Representatives and Managers.

Leadership Successes

- ▲ Collaborated with Managers and achieved a goal of answering **90% of calls within 10 seconds**.
- ▲ Increased Associate Productivity **20%+** through the creation of the Relationship Manager Core Competency Document.
- ▲ Project Management Lead on initiatives - launched an online Chat Service, developed a Speech-driven IVR Application, and created a proprietary Call Monitor Database.

~ Additional information on Leadership Successes for Earlier Experience available upon request. ~