
Robert Jones

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Operations Manager & Merchandising Specialist Retail Grocery Industry

With Consistent Track Record of Success in Increasing Profits, Maintaining High Quality Standards, and Leading Motivated Teams within the Produce/Retail Grocery Industry

- ❑ **Accomplished manager** with extensive management experience in the retail grocery industry, meeting and exceeding quality, efficiency, and profit goals. Demonstrated success leading complex dealings to secure favorable terms without compromising quality or service.
 - ❑ **Merchandising specialist** with strong knowledge of many different varieties of fruits and vegetables. Able to develop merchandising plans that translate into revenue gains and customer satisfaction.
 - ❑ **Excellent relationship builder** with success in forming strong, sustainable partnerships with suppliers and securing consensus among cross-functional team members for key goals.
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KEY KNOWLEDGE & SKILL AREAS

- ❑ Grower & Shipper Relations
 - ❑ Vendor Relationship Management
 - ❑ Strategic/Tactical Planning
 - ❑ Cost Reduction/Avoidance
 - ❑ Quality Assurance Standards
 - ❑ Shelf Life & Spoilage Control
 - ❑ Purchasing & Forecasting
 - ❑ Gross Profit Margin Management
 - ❑ Growing Seasons/Regions
 - ❑ Customer Service Delivery
 - ❑ Program Design/Implementation
 - ❑ Merchandise Display Set-Up
 - ❑ Marketing & Advertising
 - ❑ Staff Training, Mentoring, Coaching
 - ❑ Budget Management/Analysis
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PROFESSIONAL EXPERIENCE

FRESH FARM EXPRESS – Atlanta, GA (1994-2009)
32-unit retail grocery chain.

Director of Produce Operations

Held full accountability and decision-making authority for all Produce Department activities, including staff recruitment and training, purchasing, quality control, and bottom-line management. Established pricing and profit margins for all fruits and vegetables. Negotiated contracts and buyer agreements, created advertising and marketing plans, and supervised department remodels, new store layouts, and equipment selection. Additionally oversaw 3 full-service Floral Departments.

Challenges: Fresh Farm Express lacked a uniform set of standards and guidelines to direct its 32-store operation. In particular, programs were needed to improve quality control and merchandise management.

SELECTED ACCOMPLISHMENTS:

- **Increased rebates by \$100,000 through introduction of Fresh Bag Salad Programs.** Developed “Fresh First” merchandising philosophy and program that led to 4-5% sales increase; created in-store produce merchandising displays and programs that further boosted revenues.
- **Wrote all guidelines/procedures for company included in Operations Standards Manual** subsequently implemented across all 32 locations, leading to consistency in product, employee, and customer management.