
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

ABC Grocery Store, Inc. – Columbus, OH (1994-2006)
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: ABC Grocery Store, Inc. 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.

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ABC Grocery Store, Inc., CONTINUED

- **Created total store audit procedure "Fresh Check" that provided a list of items for review** to improve operations. Participated in Share Group of non-competitive produce directors to discuss issues, bringing concerns to the attention of upper management.
- **Improved performance of team members through training, mentoring, and motivation.** Directed produce associate training programs that included one-on-one and group instruction.

XYZ Food Store, Inc. – Columbus, OH (1983-1994)

Produce Manager

Hired to oversee all activities and functions within Produce Department, including budget management, sales development, merchandise program implementation, and bottom-line management.

SELECTED ACCOMPLISHMENTS:

- **Drove 3x increase in Fruit Basket program sales by compiling business-to-business list** using direct mail and face-to-face appointments, bringing in new business from manufacturing/service businesses and contracting with all regional floral shops to handle basket orders.
- **Improved merchandising by strengthening product mix (adding new offerings) and** enhancing visual presentations that increased "impulse" sales.

** Prior positions as Produce Manager with Food Place International and Produce Manager with Family Food Stores.*

- *For Food Place International, increased profitability of Produce Department through prudent purchasing and product management decisions. Managed all operational and business development activities, including merchandise displays, quality assurance, and budget administration.*
- *For Family Food Stores, developed expertise in varieties of fruits/vegetables and proficiency in managing Produce Department. Won regional and national produce merchandising contests and built Ohio's largest Chiquita Banana display.*

PROFESSIONAL DEVELOPMENT

Training Courses

Dale Carnegie Course in Effective Speaking

Safe Food Handling – State of Ohio

Produce Merchandising Network (*national produce share group*)

Fresh Summit International Convention and Exposition – Produce Marketing Association

Retail Produce Solutions Conference – Produce Marketing Association

Computer Skills Summary

Microsoft Office applications, Windows 98-XP; Lotus 1-2-3
