# Jordan Reyes Mercer

## Retail Store Manager

retail-store-manager@example.test · Vancouver, Canada

### Results at Aldertrail Outfitters

**21% to 24% conversion** — Weekend visitor-to-purchase rate in a comparable quarter.

**2.6% to 1.4% count variance** — Difference between system and physical counts in the same stock categories over six months.

**Five new team leads signed off** — Assessed on real checkouts and simulated refund exceptions.

### Education

**Diploma in Retail Management**
**Burrard Coast College**
2017

### Languages

English · Spanish

### Summary

Leads a 34-person store team across two floors at Aldertrail Outfitters in Vancouver. Plans coverage around customer traffic and stock arrivals. Coaches department leads and owns the store's inventory, returns and till controls.

### Experience

**Retail Store Manager**
**Aldertrail Outfitters**
2022-05 – Present

- Footwear coverage — Compared footfall and queues on matched weekends, moved fit specialists to peak hours and paired fitting with service-desk cover. Weekend conversion rose from 21% to 24% over one comparable quarter.
- Stock counts — Matched returns and transfer records to cycle-count adjustments. Reviewed open transfers with loss prevention and assigned each an owner. Variance in the counted categories fell from 2.6% to 1.4% over six months.
- Shift handover — Gave duty leads a record of unresolved stock issues, next actions and floor priorities for both levels.
- Trading reviews — Separated the effects of traffic, conversion and basket value before assigning a specific action to each underperforming category. Sent recurring sizing complaints to merchandising.
- Winter launch — Matched deliveries and customer traffic to the rota. Protected receiving coverage and moved fitters after department manager approval.
- Lead development — Built a sign-off covering floor walks, refunds, till reconciliation and closing. Observed five leads on checkouts and ran refund scenarios before signing off each responsibility.

## Experience (continued)

### Assistant Store Manager
**Pebble Peak Retail**

2018-08 – 2022-04

- Prepared weekly labour plans and taught new sales leads which till or refund exceptions to escalate to the duty manager.
- Checked opening floats and end-of-day controls with the duty manager. Kept adjustment and payment discrepancies together so the supervisor could review the supporting record before approval.
- Reconciled weekly footwear and camping transfers. When dispatch and store records differed, obtained proof of receipt and matched it to the transfer reference before escalating any unresolved difference.
- Built a holiday cross-training checklist for receiving, the service desk and fitting. Helped onboard seasonal associates against the coverage plan ahead of the busiest shifts.

### Department Lead
**Hightrail Gear Market**

2016-04 – 2018-07

- Ran opening and closing for footwear and coached associates on fittings and returns. Sent repeat stock and product issues to the store manager for follow-up.
- Prioritised replenishment by size and model during peak traffic. Recorded gaps caused by slow replenishment for receiving review, so the next shift had a clear list of floor priorities.

## Skills

**Store operations:** Labour planning, Floor and queue coverage, Service recovery, Cash and returns controls

**Commercial controls:** Conversion analysis, Cycle counts, Inventory transfers, Stock variance review

**People development:** Leader onboarding, Seasonal hiring, Shift handovers, Sales floor coaching

## Professional training

Retail leadership short programme · Aldertrail Outfitters · 2023
Internal training in coaching, floor coverage and incident review across departments.

## Projects

### Peak footwear coverage pilot
**Aldertrail Outfitters**

2025

Prepared the pilot readout for regional operations. Reported visitor-to-purchase conversion alongside queue patterns from both the fitting and service desks.