

# TERRY OWENS

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## Sales Management

Successful retail sales manager with proven record of increasing sales revenue and reducing expenses through consultative sales approach, extensive product knowledge, visual merchandising expertise, and excellent inventory control. Possess outstanding leadership and interpersonal skills; encourage and maintain open lines of communication between management, staff, and clientele.

### Core Competencies

**Loss Prevention**

**Recruitment & Training**

**Customer Service**

**Visual Merchandising**

**Communication**

**Skin Care**

**Inventory Control**

**Budget Control**

**Product Knowledge**

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## Recent Career Achievements

### Operations

- Reduced operating expenses and **exceeded revenue goal 25%** in 2006.
- In 2006, implemented significant control measures that reduced shrinkage rate to **less than 1%** from previous high of 2.4–10.81%.

### Merchandising

- Within one year, transformed 22% revenue deficit into **12–15% revenue surplus** using effective merchandise techniques.

### Human Resources

- Trained employees to emphasize positive interactions and constructive communications.
- Managed daily store operations for **#1 volume store** including recruitment, training, scheduling, performance appraisals, hiring, and firing.

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## Relevant Professional Experience

**Manager Trainer**, MY NEW SHOES, Baltimore, MD 2004–Present

Oversee and train new hires and experienced managers in five store locations. Responsibilities include field store operations, recruitment, merchandising, sales, and customer service.

- Collaborate closely and consistently with District Manager and Regional Vice President.

**Aesthetician**, TOTAL CARE SALONS, Essex, MD 1997–2004

- Apply consultative sales approach to educate and advise clients on skin care regimens and products; advise approximately 125 clients per month.
- Cross sell other spa services including make up, waxing, and body treatments.

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## Education & Professional Development

**A.A., Business Communication**, TOWSON STATE UNIVERSITY, Baltimore, MD

**Certificate – Office Assistance**, WOR-WIC COMMUNITY COLLEGE, Salisbury, MD

**Aesthetician License**, VON-LEE INTERNATIONAL SCHOOL OF AESTHETICS, Pikesville, MD