


Marcelene Dayvault

Retail Consultant

Results-driven Retail Consultant with 1 year of experience in providing tailored solutions to enhance store operations, customer satisfaction, and sales performance. Adept at analyzing and optimizing merchandising strategies, streamlining processes, and fostering productive relationships with clients. Demonstrated ability to identify growth opportunities and implement innovative solutions to drive success in a competitive retail landscape. Committed to delivering exceptional service and fostering client satisfaction.

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(171) 079-8612 

123 Main St, Baltimore, MD 
21201

Education

**Associate of Applied Science
in Retail Management
at Montgomery College,
Rockville, MD**

Sep 2018 - May 2022

Relevant Coursework: Retail Operations, Merchandising, Customer Service, Marketing, Financial Management, Sales Techniques, Inventory Management, Human Resources, Retail Technology, and Business Communications.

Links

[linkedin.com/in/marcelenedayvault](https://www.linkedin.com/in/marcelenedayvault)

Skills

Merchandising



Inventory Management



Sales Techniques



Customer Service



Visual Display



POS Systems



Loss Prevention



Employment History

Retail Consultant at Retail Control Solutions, MD

Feb 2023 - Present

- Successfully increased overall store revenue by 25% within the first year of joining Retail Control Solutions, MD, by identifying and implementing effective sales strategies and improving customer service standards.
- Streamlined inventory management processes, resulting in a 40% reduction in stock discrepancies and a 15% decrease in stock holding costs, while maintaining optimal stock levels for high-demand products.
- Implemented a new staff training program that increased employee productivity by 20% and reduced staff turnover by 30% within six months, fostering a positive work environment and improved customer satisfaction ratings.
- Developed and executed targeted marketing campaigns that led to a 35% increase in foot traffic and a 50% boost in conversion rates, contributing significantly to the overall growth of the business.

Associate Retail Consultant at The Retail Coach, MD

Sep 2022 - Jan 2023

- Successfully increased foot traffic to a struggling retail store by 25% within six months through the implementation of targeted marketing strategies and store layout optimization.
- Achieved a 15% growth in sales for a retail client within the first quarter by conducting a comprehensive store analysis, identifying underperforming areas, and providing actionable recommendations for improvement.
- Facilitated a 10% reduction in operational costs for a retail chain by streamlining inventory management processes, renegotiating vendor contracts, and implementing employee training programs to improve efficiency.

Certificates

Certified Retail Analyst (CRA)

Feb 2022

Certified Professional in Supply Management (CPSM)

Nov 2020