Finley Zamora

Retail Sales Associate

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SUMMARY

Retail sales associate with 2 years of experience in footwear and home goods, consistently ranking in the top 3 of an 11-person team for monthly sales. Grew average add-on sales from 1.1 to 1.6 items per transaction through suggestive selling, and trained 2 new hires on the POS and loss-prevention checklist. Comfortable on the floor, at the register and setting up promotions.

EXPERIENCE

Retail Sales Associate — Larkspur Shoe Co.

Tulsa, OK · Aug 2023 – Present

- Ranked 2nd of 11 associates for quarterly sales, averaging $340 in daily sales against a $260 store target.
- Raised units per transaction from 1.1 to 1.6 by suggesting socks, insoles and care kits at checkout.
- Processed 60+ transactions a day on the POS with under 0.5% register overage or shortage across 18 months.
- Rebuilt the front window display for 4 seasonal promotions, each tied to a week where that display's shoe style outsold the prior week by at least 20%.
- Trained 2 new hires on the POS system, the loss-prevention checklist and the store's return policy.

Sales Associate — Brambleton Home & Hearth

Tulsa, OK · May 2021 – Jul 2023

- Sold candles, kitchenware and seasonal decor on a 1,900 sq. ft. floor, hitting personal sales goals in 9 of the last 12 months.
- Signed up 28 customers a month on average for the store's loyalty program by explaining its point value at checkout.
- Restocked and faced 4 aisles each morning following the planogram, cutting manager-flagged restock issues by half.
- Covered the gift-wrap counter during the holiday rush, wrapping over 40 items a day without a backlog.

SKILLS

Sales: Upselling and cross-selling, suggestive selling, closing techniques, loyalty enrollment

Operations: POS systems (Square, Lightspeed), cash handling, inventory counts, planogram restocking

Customer service: Returns and exchanges, conflict de-escalation, product knowledge training

Other: Visual merchandising, seasonal promotions, new-hire onboarding

EDUCATION

Booker T. Washington High School, Tulsa, OK, 2021

Fictional example by FindAJobAI: the person, employers and numbers are invented.