

Melanie Langdon

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Regional Director

Retail Management | Operations Management

Highly organized and proactive retail executive, gifted in taking underperforming districts, markets, and regions, and turning them around to achieving business results through people and operations.

Motivated leader, who sets the example for team members deploying a detail-oriented focus to achieve goals in a fast-turnaround time and transform operations in a six to 12 month time frame.

Innovative, people-focused professional, who creates synergy within the team and corporate partners.

Cross-functional team leader, equally comfortable in operations, talent acquisition, and merchandising.

Strategic Achievements

- ◆ **Business Transformation** – Transformed under-performing region ranked #11 to #1 in sales in first year at Precious Place by implementing strategic changes to improve overall performance in staffing, store standards and service, as well as merchandising to planograms as scheduled.
- ◆ **Relationship Building** – Stressed “we” mentality, a collaborative partnership between Human Resource and Loss Prevention Southeast Regional to be a more cohesive team with the singular vision of achieve business results, drive sales, and enhance internal and external customer experience.
- ◆ **Revenue Growth** – Achieved #1 ranking in year-over-year (YOY) sales for Precious Place for two years as well as #1 ranking in quarterly customer experience surveys.
- ◆ **Organizational Change** – Transformed and enhanced Field Maintenance Technician (FMT) role with elevated responsibility in store planning, preventative maintenance, and vendor negotiations, resulting in executing capital improvements in shorter time frames with significant cost reductions.
- ◆ **Merchandising** – Initiated creative merchandising strategies from a field perspective that supported the global needs of Precious Place.
- ◆ **Talent Acquisition** – Enhanced and maintained recruiting and hiring process to fill all positions within 30 days. Developed and coached assistant managers to the next level as attrition occurred.

Professional Experience

GROW FINANCIAL – NC, OH, IN

2011–2016

Director of Operations – 6 Districts | \$17M Annual Revenue | 21 Stores

Recruited as Director of Operations to drive revenue, position for expansion, and oversee store openings, remodels, closings, and relocations. Managed and coached 6 District Managers and 375 indirect reports.

- ◆ Oversaw \$17M operating budget with \$7M payroll and used proactive and creative work maps to grow YOY sales up in all markets for 2014–2016 and exceeded budgets.
- ◆ Focused on company change initiatives in collaboration with corporate business partners to improve field SOPs, brand awareness, compliance, and workflow productivities.
- ◆ Controlled cost and cut expenses through effective economic utilization of personnel, materials, and services. Delivered substantial reduction of expenses in all markets to security cost, landscaping, cleaning and maintenance while decreasing cost and time to elevate brand standards
- ◆ Drove planning, forecasting, and training for all new product launches, exceeded objectives while compiling detailed postmortem to support the company’s long-term best practices.
- ◆ Facilitated and led John Maxwell Leadership training for Store Managers and District Managers as an investment in the team in leadership skills to benefit employees professionally and personally.

Professional Experience

PRECIOUS PLACE (TCP) – NC, SC, VA, GA, AL, MS, FL 2006–2011

\$1.67B American Children's Specialty Retailer

Regional Director – 11 Districts | \$165M Annual Revenue | 130 Stores (2008–2011)

Promoted to Regional Director after achieving exceptional business results and demonstrating leadership while serving as the Interim Regional Director.

- ◆ Drove business Key Performance Indicators (KPI), increased revenue through 26% customer conversion, reduced annual payroll expense by -\$130K to \$150K, and achieved #1 ranking in quarterly customer experience surveys.
- ◆ Mentored and coached Store Manager to promotion as District Sales Manager of TCP Outlet Division.
- ◆ Improved annual inventory results through consistently lowering shrinkage percentage.
- ◆ As key collaborative partner with the merchandising group, identified and developed presentation solutions as liaison between the field and the merchant team.
- ◆ Played key role in business transformation to ecommerce by training team to successfully capture emails and phones during transaction close, achieved #1 in company for Win at the Wrap.

District Sales Manager – \$16M Annual Revenue | 11 Stores (2006–2008)

Selected to manage and drive sales in 11 high-volume stores in multi-state district.

- ◆ Recruited and upgraded talent in stores, culminating in delivering Top 10 Sales YOY results in first year.
- ◆ Chosen in first six months to host first of four annual store visits by owners and senior executive team after Black Friday, setting the benchmark for presentation and merchandising strategies.
- ◆ Lowered employee turnover to 61.9% by implementing onboarding strategies that consistently incorporated best practices including product and merchandising workshops.

THE IMPULSE SHOP – NC, SC, KY 2002–2006

Subsidiary of the \$16.9B Epic Group

District Sales Manager – \$6.1M Territory | 14 Stores

Chosen by Regional Director to expand cosmetics line and develop hands-on cosmetic training to promote new revenue stream with 300+ SKU's.

- ◆ Conceived, developed, and delivered comprehensive visual and merchandising programs from District to Corporate level to empower stores to exceed sales goals while elevating product lines.
- ◆ Elevated district ranking from #21 to #7 within 12 months of hire, maintained top five status for tenure by recruiting high caliber staff, coaching on selling strategies as well as total store organization.
- ◆ Reduced shrink by .70%, achieving 1st place in shortage results by implementing strategic loss prevention best practices.
- ◆ Developed New Store Opening Program later rolled out to the company in collaboration with the Real Estate team with step-by-step procedures for each phase of store openings.
- ◆ Elevated the volume within Charlotte Airport store to meet and exceed a \$1M store by capitalizing on merchandising, receiving, and staffing compensating for challenge of store models versus traditional retail.

Early Career Profile

EMPEROR GROUP, INC. – NC, SC | **District Sales Manager** – 3 years

MARVEL – FL | **Divisional Sales Manager** – 10 years

Community Leadership

United Way Volunteer | Habitat for Humanity | Give Kids the World (Orlando, FL)