



DIFFERENCE IN THE DETAILS

Success hinges on getting a lot of the little things right. No pixel or punctuation goes unnoticed. Here are a few of my details that enable me to adapt and flourish in any environment.

EXPERIENCE

Aldi - Bloomfield, NJ June 2016 - Present

General Store Manager

- Manage the fastest growing location in the New Jersey/Eastern Pennsylvania division.
- Design and set weekly sale displays to maximize sales and product movement.
- Set goals and track metrics to improve individual and team performance through one on one feedback.
- Implement procedures to reduce perishable waste to boost store profit margins.

Sports Authority - Manalapan, NJ November 2009 - June 2016

General Store Manager

Progressively promoted from cashier into management positions (Operations, Merchandising, Sales, GM) within three years.

- Responsible for day to day operations of \$5 million location with 30 employees.
- Posted a 23% increase in extended warranty plan sales in each of the first two years as General Manager.
- Continuously lead the northeast region in customer satisfaction and community engagement.
- Built strong relationships with local leagues and organizations through grassroots events and expanded loyalty card enrollments.
- Transformed an operationally failing location into a performer capable of meeting all company policies.

Freelance - New Jersey June 2010 - Present

Branding & Creative Freelance

- Created inaugural layout and design of a quarterly health and wellness newsletter.
- Rebranded and relaunched web presence for an upstart geothermal contracting company.

Domus Inc. - Philadelphia, PA May 2009 - September 2009

Assistant to CEO / Marketing, PR Intern

- Developed and pitched a cross-platform campaign to sublet vacant agency office space to local renters.
- Wrote, reviewed, and proofread press releases and marketing copy for agency's technology accounts.
- Compiled competitive analysis of current and prospective clients' marketing strategies.

Diamond Edge Communications - Philadelphia, PA August 2008 - May 2009

Executive Creative Director

- Managed creative teams for 8 accounts, ensuring deadlines were met and work, on strategy.
- Redesigned and updated 20 plus page Temple Ad Department course guide for the 2010 academic year.
- Wrote, developed, and implemented innovative branding concepts for university and real world use.
- Lead presentations of completed campaigns and findings to clients and peers.

EDUCATION

TEMPLE UNIVERSITY

Philadelphia, PA

Bachelor of Arts, May 2009

Major: Advertising: Copywriting

Minor: Business Administration,

University Honors Program GPA: 3.54

TEMPLE UNIVERSITY JAPAN

Tokyo, Japan

Fall 2007

Proficient in Adobe Creative Suite, MS Office Suite, HTML, CSS, PHP, SQL, and Wordpress.