

Francisco Soto

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OBJECTIVE

To secure a position with a stable and profitable organization, where I can be a member of a team and utilize my business and sales experience to the fullest.

WORK EXPERIENCE

Retail Sales Manager

September 2015-Present

AT&T

Meet and exceed customer experience and sales objectives for store. Assist the Store Manager in the daily operation of a retail store. Under the direction of the Store Manager, schedule employees, maintain inventories, conduct physical inventories, and maintain store appearance and complete day-to-day paperwork as directed. Assist Store Manager, as directed, by assisting in the development, training and management of assigned team, which may consist of support or sales personnel. Ensure an extraordinary customer experience at all times.

Retail Sales Rep

August 2013-2015

AT&T

Functioning in multiple roles that support the performance of the store's retail experience. Responsible for ensuring an extraordinary customer experience by facilitating the coordination of customers being welcomed in, prioritizing transactions and advising of any wait time. Own the store's service customer experience. Responsible for troubleshooting effectively and then resolving and or following up on customer issues, ensuring our customers needs are addressed promptly, and communicating with the management team effectively.

Retail Sales Rep

February 2011-July 2013

Verizon Wireless

Retail Sales Representatives work in a fast-paced, intense, results-oriented environment. The main responsibilities are selling devices, accessories, and calling plans; calling existing customers to inform them of available product or service upgrades; learning about new products; role playing to practice your sales skills; and coaching new employees.

Store Manager

March 2006 -2011

Blockbuster Video | Shrewsbury, PA

Responsible and accountable for driving store business by creating a positive store experience, having the best employees in place, ensuring marketing execution, and managing expenses.

Model, manage and reinforce service expectations of both internal and external customers to maximize a positive experience. Reinforce an environment that allows employees to do what is necessary to resolve customer issues quickly and correctly.

Overall responsibility for achieving sales goals, creating a business plan and setting store goals that are aligned with the strategic sales plan.

Analyze store's financial data and take action to grow revenues, control costs, and ensure appropriate inventory management (maintain rental product and sell-through merchandise Inventories) to achieve sales and profit goals.

Recruit, hire, develop, evaluate and counsel store employees. Schedule, organize and direct Assignments.

Overall accountability to ensure that proper cash controls and loss prevention procedures Are in place and followed per company standards.

Ensure the overall execution of merchandising standards and marketing programs while Maintaining a clean store environment. Ensure all daily stores required activities are performed per company standards.

Perform other duties as assigned.

EDUCATION

November of 2012 – October 2015

Full Sail University | Online

Digital Cinematography Bachelor of Science

