

Kyle W. McGue

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Professional Experience

ba&sh

Store Manager – McLean, VA

Dec. 2019– Aug. 2020

- Opened store in Washington DC Metro area and served as ambassador to grow brand awareness and clientele base by pulling data from company clientele-based platform and leveraging existing clients to gather 30% of weekly sales
- Developed and lead outreach strategy geared towards addressing client needs, which included a 24-48-hour follow-up call to initiate open communications and assess client satisfaction, resulting in a 50% increase in client retention
- Increased monthly sales in January, February, and March by creating a tailored customer experience to improve quality of sale, create multi-unit transactions, and acquire additional client information to better targeting strategies
- Created strategic business plans by analyzing sales reports and data on a weekly basis, which included examining number of client appointments and store traffic while assessing strengths and weaknesses of sales operations

Gucci

Lead Client Advisor – New York, NY

Nov. 2018 – Dec. 2019

- Provided exceptional customer service by nurturing client relationships, creating unique client experiences, and offering professional opinions on products, resulting in 1,200+ transactions and \$1,000,000 in sales within 8 months
- Gathered customer data from approx. 80-125 clients each month, which was stored in company point of sale (POS) system and allowed for sales team to create customized sales approach meeting the needs of each individual client
- Maintained an active client book and initiated consistent communication with 10-15 clients per week, which included follow-up messaging and calls after each purchase to ensure purchases aligned with client needs and expectations

Prive Revaux Eyewear

Regional Sales Manager – New York, NY

April 2018 – Nov. 2018

- Multi-unit regional manager responsible for day-to-day operations of 50+ sales associates spanning across eight locations by executing monthly promotional plans and generation of monthly goals, resulting in a 28% increase in monthly sales on average
- Implemented company-wide dashboard for each store location, which was reviewed by CEO and CFO and used to forecast an increase or decrease in daily sales operations and identify trends and opportunities in market
- Supervised management team of 5 employees across various departments and lead weekly conference calls and quarterly in-store trainings including all associates to ensure staff was up-to-date on newest product lines
- Established sales strategy through applying methods using promotion-focused planning and providing sales incentives for associates to achieve higher units per transaction (UPT) and average transaction value (ATV)
- Lead recruiting efforts, training programs, employee scheduling, and management of sales staff across NYC Metro, New York, and New Jersey districts
- Oversaw inventory control processes, including client replenishment, merchandise flow, daily counts, and weekly physical inventory count to ensure each store location was equipped with proper products and equipment

sgnGroup

Account Manager – New York NY

Dec. 2015 – April 2018

- Produced operational and visual store plans for both Strenesse, HiO, and Sears Showcase client accounts, resulting in the creation of five Strenesse concessions, five Sears Showcase concessions, and two HiO pop-up locations
- Conducted market research and contacted clients to develop sales strategies, promotional events, and merchandising guidelines for Strenesse wholesale and retail divisions, resulting in approx. \$570,000 in sales
- Identified targets and opportunities by observing Strenesse in-store operations, assessing Corporate and Executive feedback, and examining weekly business recaps, increasing client retention by 30%
- Applied strategic sales strategy across all Strenesse locations, which increased the San Francisco location sales rates by 51% and the Hackensack location by 18% in comparison to previous year's results
- Coordinated and developed HiO merchandising guidelines for 20 European fashion brands, outlining vendor management for effective communication, in-bound shipment, visual standards, and product displays

Technical Skills and Training

Microsoft Office Suite, Mailchimp, Hootsuite, Shopify, Adobe Creative Suite, Wix ADI, Google Suite, Google+, NOVA, Forecast Reports, and Project Management

Education

LIM College – New York, NY, *Bachelor of Business Administration (BBA)* in Marketing

2017