



SHARYN HUGHES

Senior Retail Executive

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SUMMARY

Dynamic, results oriented Senior Retail Executive. Driving sales and improving profitability by building strong teams through training, coaching and developing multi unit managers with focus on stellar customer service and inspiring positive team culture. An effective leader who is able to excel in a fast paced environment and collaborate with partners at all levels. Proven career growth and drive within a Fortune 500 company.

*Organization and Time management *Written and verbal communication *Merchandising execution
*Business Acumen *Computer literate *Team building *Customer Service *Workload and project management *Financial and operational management



EMPLOYMENT

Bath & Body Works – Salt Lake City/Provo, UT

Store Manager

February 2017 – Present

Assistant Store Manager

October 2016- February 2017

Total store responsibility. Driving sales plan through effective management of store execution and operational tasks.

- Build high performing teams. Train, coach and motivate associates to improve selling effectiveness and the customer experience by reinforcing expectations, performance results and accountability.
- Build effective schedules that leverage traffic and increase sales potential.
- Create and communicate action plans based on business analysis that optimize results.
- Perform opening and closing procedures including bank deposits, receipt of shipment and address any customer, vendor or maintenance issue.
- Support the brand story through replenishment and visual presentation activities that create a full and abundant store environment

Macy's Inc. – Salt Lake City, UT

May 2008 – February 2015

District Manager – Merchandising & Presentation

Directly responsible for all merchandising and sales promotion of \$130.0M+ volume district. Managed district capital projects. Responsible for insuring profitability and outstanding customer service through business analysis and execution performed by subordinate managers.

- Drove sales and customer service of twelve stores through direction of creative execution, seasonal and promotional events, and localization initiatives.
- Recruited, coached and developed managers in merchandising execution, leadership and business acumen skills, workload planning processes and customer engagement. Promoted 7 to the next level.
- Managed execution expense and merchandising payroll budgets in excess of \$350.0K annually.
- Collaborated with regional, store planning and merchant leaders in creating floor plans, space allocation and category adjacencies based on volume and \$/sqft. penetration for multi store district.
- Managed capital projects from conception through completion. Created and submitted financial funding proposals with ROI data, floor plans, contractor bids, and material costs.
- Lead role in new store opening process for City Creek Center, UT.

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EMPLOYMENT CONTINUED

Macy's Northwest Corporate - Seattle, WA **Presentation Standards & Communications Manager**

July 2007 - May 2008

Composed and published all divisional corporate Merchandising direction. Lead and supervised Communications Illustrator and five Regional Merchandising Standards Training Coordinators.

- Dictated monthly submission calendar and publication dates. Set guidelines for merchant submissions and organized quarterly product and merchandising meetings with Divisional Merchants and Visual Liaisons.
- Recognized in Jan 2008 as Sales Support of the Month by reinventing the monthly directive process and published form at which included partnering with Website Coordinator to reorganize the Visual Merchandising web page to be more user friendly.
- Composed, edited and published seasonal and monthly directives, standards, and training modules in print and on web for entire division of stores.
- Lead and Supervised 5 Regional Merchandising Standards Training Coordinators in three states to plan and initiate in-store merchandise training, create photo prototypes, and promote next level merchandising techniques.

Macy's West/Northwest - California and Washington **Visual Merchandising Manager**

Jan 2000 - July 2007

Managed visual merchandising and visual staff in multiple stores throughout Southern California and flagship store in Bellevue Washington.

- Maintained a high level of creativity by initiating innovative ideas, executing weekly directives and focal points to highlight fashion trends and drive sales throughout the store.
- Reinforced and trained merchandising and signing standards to store line personnel.
- Established relationships with divisional, regional, and store line personnel through strong communication, monthly recaps and weekly planning meetings.
- Managed financial responsibilities by accounting for payroll and non-payroll expenses, as well as, negotiating extra funds from divisional and vendor resources.
- Motivated staff by setting high expectations, reviewing and coaching performance, and rewarding outstanding work.



EDUCATION

The Fashion Institute of Design and Merchandising Los Angeles, California
Associate of Arts Degree in Visual Presentation and Space Design