

Ashley Pierson

Increasing Market Share & Profits | Customer Service Excellence

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★ Customer Service Manager ▶ Top-Producing Sales Professional ★

Forward-thinking, energetic Sales Management Professional with solid business acumen; 18 years' combined retail and fuel operations management experience. Earned prestigious accolades for exceptionally managing all aspects of retail operations, including consumer buying consultation, identifying and assessing emerging trends, and researching competitor pricing to drive business growth.

- ✓ Proven record of exceeding sales quotas by 500% within the first year as Assistant Manager.
- ✓ Established a solid reputation based on developing trusted relationships with customers and staff.
- ✓ Strategic planner and critical thinker with superior communication skills. Masterful ability to motivate, train, and lead a high-performance team while earning the cooperation and respect of customers.

"Please relay my thanks to your staff for a job well done and for being a true Service Hero and Ambassador for the ABC Fuel & Convenience brand." – Senior Retail Manager, ABC Fuel & Convenience

Professional Experience & Impact

Owner/Operator – ABC Fuel & Convenience, Etobicoke, ON 2009 – Present
ABC Fuel & Convenience stores focus on supplying leading quality fuel and convenience across Canada.

Lead the planning, generating, and execution of cohesive retail sales and marketing strategies. Supervise 7 direct reports. Perform office duties; verify pricing and modify profit margins. Facilitate compliance with maintenance contracts, safety inspections, and government requirements.

- **Consistently achieved \$1.7M monthly fuel sales; \$2.2M+ yearly store sales.** Received several gratitude letters; exceeded expectations and maximized customer service experiences.
- **Earned prestigious award for achieving \$1M+ convenience store sales.**
- **Maintained fully stocked, fresh, diverse product inventory.** Trained exceptional talent; applied customer-first approach and applied expert product knowledge.
- **Utilized up-selling techniques with customers to generate increased sales on top-selling items:** cigarettes, lottery, and food/beverages. Advised on redeeming point cards and provided suggestions for lottery ticket buys and eligibility on free car wash services.

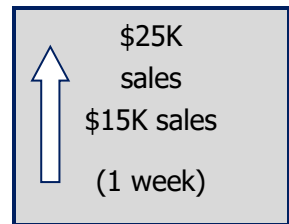
Achieved
\$1M+ sales
target

Assistant Manager – ABC Fuel & Convenience, Toronto, ON 2006 – 2009

Spearheaded demanding retail business through efficient management of all facets of fuel retail operations. Balanced cash and prepared sales reports. Reported to owner; supervised 4 direct reports.

- **Exceeded sales targets by 500% within the first year.** Tirelessly worked long hours while maintaining a calm disposition and exhibiting a genuine concern for customers' needs.
- **Significantly boosted store revenues.** Applied team leadership and client relations skills. Comparatively analyzed competitors' pricing to align with market needs for continuous improvement.

- **Grew sales revenue from \$15K to \$25K within 1 week** by exceeding customer expectations and addressing root causes of customer satisfaction.
- **Spearheaded retail planning and development strategies.**
 - **Retained existing customers** by deploying in-depth analysis of customers’ needs and requirements.
 - **Showcased company’s brand** by designing creative window displays and visual merchandising.
- **Increased staff morale, performance, and productivity** via training. Recruited, mentored, and evaluated retail sales associates using a personalized approach.
- **Facilitated 100% compliance** with corporate policies and procedures, point of sale, and facility maintenance to ensure optimum health and safety standards. Analyzed operational costs.



Branch Manager – Quality Optical Centre, Dubai, United Arab Emirates 1998 – 2006

Quality Optical Centre is a provider of a comprehensive range of quality eyewear and optical services.

Hired as Optometrist, promoted to Assistant Manager, then succeeded to Branch Manager. Managed all aspects of an established optical showroom store. Motivated team to meet department goals; controlled scheduling and monitored workflow. Supported General Manager with store management, inventory control, visual displays, and merchandising sales meetings; monitored sales goals. Supervised 14 direct reports.

- ⇒ **Maximized sales and productivity** through strategic planning and implementation; identified sales trends and analyzed and forecasted business needs. Recruited and trained the most qualified talent.
 - **Earned the exclusive ‘Best Customer Service Award’ (2000).**
 - **Won ‘Best Employee of the Year’ (1999).**
- ⇒ **Planned and executed guidelines aligned with company’s retail strategy.**
 - Built and sustained authentic brand by coordinating and implementing engaging promotional activities.
 - Promoted awareness by tracking industry publications and events concerning current and future retail trends. Actively participated in exhibitions and trend fairs to market products.
 - Met customer needs by negotiating with suppliers for optimal pricing of products.
 - Achieved customer satisfaction. Generated numerous repeat clientele and referrals.

Earned awards of excellence

Education

Bachelor of Science, Business Administration – University of Dubai
 Technical Diploma, Optometry – Institute of Technical Medicine, Dubai

Professional Training & Certifications

- Retail Convenience | Customer Service/Management – ABC Fuel & Convenience (2009 – Present)
- Small Business Seminar | PST/GST – Tax Leaders Agency, Brampton (2009)
- Certified, Service Excellence Energizer (2002) | Retail Selling Skills (2000), XYZ City Centre, Dubai
- Certified, Secretarial Course | Computer Skills (MS Word & Excel), University of Dubai (2001)