

GIULIO MORONI

1655 ROSE HILL ROAD, KAMLOOPS BC V2E0A3

(250) 572-4438

GMORONI@MAC.COM

PROFILE

I am a dynamic and ambitious Senior Retail professional with many years of extensive experience. My areas of expertise include the formulation and implementation of retail operations, business development, key marketing strategies, relationship, and customer management, brand communications, staff, and franchise management in various industries. I have the ability and proficiency that enable me to utilize my professional skills and leadership qualities for the upliftment of the company and personal growth.

PROFESSIONAL ATTRIBUTES

- Successfully managed established brands
- Have propelled multiple stores to #1 in sales and customer satisfaction while simultaneously shrinking stock cover and staff turnover to all-time lows
- Experience in P&L, POS systems, merchandising, sales, customer service, inventory management, budgeting & cost controls, and personnel and management
- Coach, train and promote employees to achieve sales targets and required performance
- Managing retail store operations, initiating new strategies, customer service training, proper sales technique, policies and procedures
- Developing and maintaining retail sales relationships with a diverse client base and associates
- Oversaw all areas of business including staff, customer engagement, operations, and merchandise management
- Developing and maintaining retail sales relationships with a diverse client base and associates
- Excellent leadership skills and a good team player with vision in determining and driving strategic decisions

PROFESSIONAL ACCOMPLISHMENTS

- Successfully established 3 profitable retail distribution companies while working with firms in Italy
- Directed and managed a sales force of 30 employees with over 200 retail clients
- Initiated sales and marketing strategies that resulted in increased annual sales by 440% and forecasted sales for more than 200 stores at G Moroni & Co. (TV)
- Devised and executed production of 4 product lines that increased annual sales by 50%

EDUCATION

Political Science (Business & Marketing)

University La Statale, Milan

General Science

College Saint Pio X, Treviso

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PROFESSIONAL EXPERIENCE

ASSISTANT MANAGER

Walmart, Kamloops, BC

Apr 2008 – Feb 2019

Supervised stores and responsible for maximizing revenues, retail, and wholesale of current and new brands while improving customer satisfaction, recruiting and motivating staff, implementing marketing campaigns, and ensuring sales targets are attained.

- Spearheaded a team of 60 with direct reporting authorities; implementing innovative ideas and established roles and responsibilities to the personnel
- Responsible for retail sales of the company and successfully introduced and managed new store promotions
- Instructed the stores to receive the daily sales figures to accurately track sales and increased motivation among employees by acknowledging compared sales of the day, week
- Enhanced staff performance, service, and overall efficiency by implementing Training Program and on-the-job training that increased sales and profits while reducing stock cover

ASSISTANT MANAGER

Walmart, Canada (Kamloops, Kelowna, BC; Marlborough/Airdrie AB)

2004 – 2007

- Coordinated and oversee the day to day operations of the store
- Responsible for employee management and train them to achieve store sales goal
- Managed store promotions, inventory management, and customer relations
- Conducted in-store audits and held P&L meetings
- Executed sales strategies to achieve sales targets and exceed sales targets

GENERAL MANAGER

Staples, Calgary, AB

May 2007 – Mar 2008

Managed a senior leadership role that involved full accountability of overall company's performance, including budgeting, profit and loss, sales, marketing, pricing structures, and retail operation.

- Responsible for managing day-to-day operations
- Maximized profits through effective cost control, staff scheduling, inventory management, and ordering

REFERENCES

BRAD BLANKENAGEL

Edmonton Area Zone

Leader

Walmart, Canada

780-298-0224

bblankenagel@shaw.ca

DAVID LUCENTE

Store Manager

Walmart, Canada

250-613-1674

drlucen@gmail.com

CRAIG MORRIS

Store Manager

Walmart, Canada

250-572-3294