

CHARISMA SHALLOM D. SUITOS

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Professional Summary

Highly skilled Store Manager with nine (9) years of extensive work experience in a combined restaurant & retail store and contributed over three (3) years of work experience as a service crew and cashier contributing towards the growth of the organization. Seeking a long-term opportunity with a company where my professional experience and skills would be advantageous to its continued success. I am highly effective and organized with a proven ability to improve the working environment.

Skills

- Almost 5 years retail management and supervision experience
- Proven ability to organized, strategize and multitask during a tight deadline and pressured demands.
- Ability to stand and walk for a long period of time.
- Knowledgeable in sales metrics components
- Strength in motivating and coaching people
- Proficient in Microsoft Office Software
- Has extensive expertise on handling customer complaints
- Ability to adapt in fast-paced environment
- Meticulous attention to detail
- Numerical and analytical skills
- Outstanding customer service skills
- Can operate POS cash register machine
- Good analytical, problem solving and decision making
- Flexibility and commitment
- Friendly and positive attitude
- Expert in stocking, category management, retail math, retail sales

Work Experience

Selling Department Manager

The SM Store (Wearable Management Corp – Children’s Fashion) – Quiapo Manila / February 2022 to Present

Selling Department Supervisor

The SM Store (SM Mart Inc – Children’s Fashion) – Quiapo Manila / March 2020 – February 2022

Selling Department Supervisor

The SM Store (Men’s Fashion Mgt Corp) – Quiapo Manila / June 2018 – March 2020

- Direct and evaluate the operations of establishments engaged in wholesale and retail sales of department
- Manage staff and assign duties, responsibilities and targets
- Study market research and trends to determine consumer demand, potential sales volumes and effect of competitors' operations on sales
- Determine merchandise and services to be sold
- Source and negotiate with merchandising when necessary to procure merchandise for resale
- Develop and implement marketing strategies
- Plan budgets, authorize expenditures, and monitor revenues or margin

- Evaluate and improve customer service and respond to customer requests and issues
- Address staffing requirements, including the hiring, development and retention of staff
- Setting strategic ways and procedures to achieve daily or monthly basis targets such as sales growth, sales plan achievement, basket size, customer count, conversion rate and even foot traffic.
- Promoting brand loyalty to customers and delivering exceptional customer service
- Coaching and giving feedback to the team to build knowledgeable and skilled manpower
- Managing of warehouse processes such as branch stocks transfer, damages, return merchandise and deliveries
- Prepare reports on sales volumes, merchandising and personnel matters
- Supervise and coordinate sales staff
- Assign sales workers to duties and prepare work schedules
- Authorize payments and the return of merchandise
- Resolve issues that may arise, including customer requests, complaints and supply shortages
- Maintain specified inventory and order merchandise
- Hire and train or arrange for the training of new sales staff and monitor and report on performance
- Ensure the visual standards and image of the store are maintained, such as store displays, signage and cleanliness
- May perform the same duties as workers to mitigate bottleneck during peak periods
- Produced 0.4% inventory variance during 2022
- Consistently manage the operational cost for the 2022 year to date
- Exceeds expectation in controlling damaged merchandise during 2022 year to date
- Contributing almost 34% growth in year to date sales during 2022 year to date
- Rated 98% in Display and Warehouse audits for the 2022 year to date

Assistant Restaurant Manager

Jollibee Foods Corporation (Butterbee Food Exchange) – Quiapo Manila / July 2013 to September 2017

- Monitoring, analyzing and recommending action plans to mitigate challenges in sales, service and production processes
- Monitor the strike rate and target achievement of new products
- Receive deliveries and conducts inventory daily
- Monitors daily consumption of utilities like electricity, water and gas
- Handles customer complaints resolution based on standards and elevates to RM when necessary
- Assist the opening and closing procedures and end of day financial reports
- Ensures correct and accurate reports done in Point of Sales (POS)
- Communicates positively and effectively to customers promptly and ensures to address concerns, feedback and complaints
- Supervise, coordinate and schedule the activities of staff who prepare, portion and serve food
- Estimate and order ingredients and supplies required for food preparation
- Establish work schedules and procedures
- Maintain records of stock, repairs, sales and wastage
- Train staff in job duties, sanitation and safety procedures
- Ensure that food and service meet quality control standards
- May participate in the selection of food service staff and assist in the development of policies, procedures and budgets.
- Train and monitors people development by supporting the Crew Training System
- May perform key holding and managerial duties if required, such as opening and closing the store, managing escalated complaints, developing and implementing marketing strategies, and signing for deliveries.
- Create and monitor staff schedules based on daily operational requirement
- Able to saturate the retail area with community involvement during Christmas Season
- Received gold standard award during the first year of the store for executing 100% rating in food, service and cleanliness of the store

Cashier/Service Crew

Jollibee Foods Corporation (Trava Foods Corp) – Espana Manila / February 2013 to April 2013

Cashier/Service Crew

Jollibee Foods Corporation - Jose Abad Santos Manila November 2011 to March 2012

Cashier/Service Crew

Jollibee Foods Corporation - Manila May 2011 to August 2011

Cashier/Service Crew

Red Ribbon Bakeshop Inc - Santa Mesa November 2010 to March 2011

Cashier/Service Crew

Jollibee Foods Corporation (Agila Foods Corp) - Manila May 2010 to October 2010

- Greet and take the order of the customer
- Ensure that each duration of the transaction meets the standard turn around time
- Offering of new products
- Doing suggestive selling and responding to customer inquiries
- Establish or identify price of goods, services and tabulate total payment required using POS or point of sale
- Receive and process payments by cash, cheque, credit card or automatic debit
- Wrap and place products in bags
- Provide information to customers
- Calculate total payments received at end of work shift and reconcile with total sales
- May accept reservations and take-out orders
- May also stock shelves and clean check-out counter area.

Education

Bachelor's degree in economics

Polytechnic University of the Philippines - Philippines

June 2009 to May 2013

Awards

1st Honorable Mention

March 2005

- Consistent top student in the class
- Joined different school contest like, Math contest (MTAP), Journalism (Copyreading) and Story Telling

Certifications and Trainings

SM Academy Coaching for Success

SM Academy COTC Cash Transactions for Peak Season

SM Academy Critical Thinking Enhancement

SM Academy Cross Selling and Selling Approach

SM Academy CTD Call Simulation Training

SM Academy Customer Service 101 for Fitting Room Attendants

SM Academy Data Privacy Act Orientation

SM Academy Driving Efficiency

SM Academy Driving Sales Through Retail Metrics for CTD

SM Academy Effective Communication

SM Academy Emotional Intelligence Development Insights
SM Academy Essentials Service Behaviors Selling Supervisor
SM Academy Fashion Stylist
SM Academy Grammar Review
SM Academy Leadership Insights and Millennial Management
SM Academy Occupational Safety and Health Standards
SM Academy Re- Energize Your Service in the new normal
SM Academy Successful Negotiation Skills
SM Academy Sustainability
SM Academy Trainer Essentials
SM Academy Up! Your Service Orientation Program
SM Academy Taking Personal Responsibility

Reference

Mr. Johans Juruena
Selling Department Manager
The SM Store (Wearable Management Corp) / Quiapo Manila
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