# JULIAN MERCER

**GENERAL MANAGER**

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## PROFESSIONAL SUMMARY

Operations manager with 12+ years running multi-branch rental operations with full P&L responsibility. Leads 38 employees across three branches, improves fleet utilization and customer satisfaction, and develops assistant managers into branch leaders. Grew from management trainee to area manager at one company.

## PROFESSIONAL EXPERIENCE

**Area Manager** Jan 2022 - Present
**Enterprise Rent-A-Car, Houston, TX**

- Run three branches with a $14M annual revenue base, 38 employees, and a fleet of about 520 vehicles.
- Improved fleet utilization from 76% to 81% by rebalancing vehicles weekly between branches and selling aging inventory sooner.
- Raised the Enterprise Service Quality Index from 84 to 89 by coaching branch teams on follow-up calls with unsatisfied customers.
- Controlled payroll at 11.8% of revenue while covering a 30% increase in weekend demand by cross-training staff across the three locations.
- Promoted 5 assistant managers to branch manager in four years, filling every opening from within.
- Negotiated body shop and insurance partner agreements with 6 local providers, shortening average repair cycle time by 2 days.
- Resolved escalated customer complaints within 24 hours, keeping the three branches' escalation rate under 1% of rentals.

**Branch Manager** Mar 2019 - Dec 2021

- Led a branch of 11 and grew rental revenue 22% over 3 years by building relationships with 15 local dealerships and insurance adjusters.
- Cut customer wait time at the counter from 12 minutes to under 6 through staggered shifts and pre-assigned vehicles, which also reduced abandoned walk-in reservations.
- Kept the branch's damage and incident claims 18% below the district average by running monthly inspection refreshers.
- Ran daily huddles with a one-page scorecard covering rentals, upgrades, and service scores.

**Assistant Manager** Aug 2016 - Feb 2019

- Managed daily reservations, vehicle returns, and counter staffing in a busy airport-adjacent branch, with 150 rentals handled on peak days.
- Managed daily cash deposits and rental agreement audits, finishing two internal audits with no discrepancies.
- Increased protection product sales attachment from 41% to 52% by coaching new associates on customer conversations.
- Trained 9 management trainees in the company's sales and service model over two years.

**Management Trainee** Jun 2014 - Jul 2016

- Completed the management training program and was promoted to assistant manager ahead of the typical 12-month schedule.
- Supported vehicle cleaning, check-in, and customer pickups while learning the company's financial reporting process.

## CORE SKILLS

P&L management | Fleet utilization | Staff scheduling and payroll control | Coaching and development | Customer service recovery | Insurance and body shop partnerships | Budgeting and forecasting | Sales performance management | Operational KPIs | Hiring and onboarding | Safety and claims management | Local business development

## EDUCATION

**Bachelor of Business Administration**, University of Houston, Houston, TX

## CERTIFICATIONS

Certified Six Sigma Green Belt (CSSGB), American Society for Quality (ASQ) | CPR and First Aid, American Red Cross