JULIAN MERCER

STORE MANAGER

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PROFESSIONAL SUMMARY

Store Manager with 9+ years leading teams of 40+ in high-volume specialty and big-box retail. Drives sales, controls labour and shrink, coaches managers, and keeps customer service strong through peak seasons while meeting company standards for merchandising and safety.

PROFESSIONAL EXPERIENCE

Store Manager Mar 2020 - Present
Best Buy, Sacramento, CA

- Lead a 62-person team in a $38M annual-volume store, owning sales, payroll, inventory accuracy, and customer experience results.
- Grew annual sales 7% by redesigning the floor layout, strengthening appointment-based services, and coaching advisors on solutions selling.
- Reduced shrink 0.4 points through tighter receiving, cycle counts, and high-theft product controls with the asset protection partner.
- Managed labour hours against traffic forecasts, improving payroll efficiency 3% without lowering service scores during holiday peaks.
- Promoted four associates into team lead and supervisor roles, lifting store retention to 78% against a 66% regional average.
- Raised Net Promoter Score 9 points by resetting daily huddles around customer feedback and fixing long checkout waits.

Assistant Store Manager Jun 2016 - Feb 2020
Target, Fresno, CA

- Oversaw front-end and sales-floor operations for a team of 90, scheduling coverage across two peak seasons and weekly resets.
- Led a back-room reorganisation that sped truck unloading by 25% and improved on-shelf availability on high-demand items.
- Coached 11 team leads on feedback, scheduling, and performance conversations, improving internal engagement survey scores 8%.
- Handled escalated customer concerns and returns policy exceptions with calm, consistent decisions that protected loyalty.
- Ran store safety walks and incident training, maintaining a clean audit record and fewer reportable injuries year over year.

Department Manager Aug 2013 - May 2016

- Managed an apparel department of 14 associates, owning merchandising, replenishment, and weekly sales targets.
- Executed seasonal planograms and promotions on schedule, lifting department sales 9% over the prior year.
- Trained new hires on service standards and point-of-sale procedures, shortening time to full productivity by two weeks.

CORE SKILLS

Store operations | P&L management | Labour scheduling | Inventory control | Loss prevention | Team leadership | Coaching and development | Visual merchandising | Customer experience | Sales coaching | Hiring and retention | Cash controls | Safety compliance | Retail analytics

EDUCATION

B.S. in Business Administration, California State University, Sacramento, Sacramento, CA

CERTIFICATIONS

Retail Management Certificate, National Retail Federation Foundation