

# TINNA LIEGH FAWCETT

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## MANAGEMENT PROFESSIONAL Retail Sales / Operations

**SUCCESSFUL, HIGHLY-EXPERIENCED MANAGEMENT PROFESSIONAL** with proven 15+ year track record in a progression of increasingly responsible positions. Technologically talented; versatile in applying strong problem resolution skills and demanding precision to deliver impressive performance gains and drive sales growth. Fast-track promotion through a series of increasingly responsible, mission-critical leadership positions predicated on achievement of targeted performance gains. *Fast track, forward-thinking manager* with proven ability to operate effectively under pressure in time-sensitive environments. A demonstrated and verifiable track record for utilizing strong technical and interpersonal skills to build trust and enhance relationship development. *Proven success in leveraging employee talents to improve sales techniques, process and procedures and deliver considerable growth in overall business financials.* Reputation for consistently surpassing customer / client satisfaction goals. Possess **exceptional leadership, team building and business development skills.** Solid reputation for building synergies. **Consistently commended for exceptional trouble-shooting and problem resolution skills** Diplomatic, insightful manager with proven track record in promoting cooperation.

### Signature Skills & Competencies:

✓ Change Management	✓ Team Building, Mentoring & Leadership	✓ Strategic Partnerships
✓ Process Improvement	✓ Inventory Management	✓ Project Management
✓ Client Relationship Management	✓ Qualitative / Quantitative Analysis	✓ Business Development
✓ Quality Systems Implementation	✓ Productivity & Performance Gains	✓ Performance Management
✓ Strategic Planning / Process Improvement	✓ Tactical Planning & Implementation	✓ Visual Merchandising
✓ Training & Development	✓ Cost Reduction Strategies	✓ Risk Management

### **Reputation for directing agile teams in developing and implementing innovative solutions to boost efficiency in driving revenue and profit growth**

#### **VALUE OFFERED**

- ◆ Verifiable track record in creating store culture and employee engagement standards while directing employee relations.
- ◆ Proven success in supervising staff of 200+ within an \$80 million store (Best Buy).
- ◆ Highly adept in evaluating sales performance metrics and spearheading effective modifications in response to marketplace changes.
- ◆ Reputation for effectively choreographing multiple, simultaneous activities in order to consistently achieve targeted goals.
- ◆ Accomplished presenter to audiences from subordinate staff through corporate executives.
- ◆ Demonstrated proficiency in creating positive store culture and enhanced employee engagement standards.
- ◆ Highly adept with the Microsoft Office Suite with extensive experience implementing CRM software packages.
- ◆ Bilingual: English and Korean

#### **CAREER HIGHLIGHTS**

- ✧ **Credited with being instrumental in creation and successful implementation of the New Store Opening support Team Project, achieving attainment of the gold standard for stores world-wide.**
- ✧ **Consistently recognized for outstanding success in both sales and direct marketing environments.**
- ✧ **Achieved reputation for the highest employee satisfaction score for direct reports at West Hollywood and West Los Angeles Best Buy stores for numerous consecutive years.**

**EXECUTIVE  
EXPERIENCE &  
MILESTONES**  
January 2018 –  
March 2020

**THE MARS AGENCY, South Korea**  
**GLOBAL LEADERSHIP CONSULTANT / GLOBAL PROJECT LEADER** attached exclusively to Samsung to deliver world class strategies laser-focused on improving operational effectiveness and dramatically boosting retail sales.

**Global Retail Leadership Consultant - Samsung Mobile HQ Exclusive**

- ◆ Evaluated numerous Samsung Experience Stores along with the associated Subsidiary for operational standards in order to provide catered solutions yielding enhancements to operational excellence.
- ◆ Formulated well-received retail operational guidelines and leadership execution standards for Samsung Mobile's global digital training material
- ◆ Developed effective operational and in-store guidelines/policies and leadership execution standards.
- ◆ Successfully partnered with Multiple Samsung HQ departments including Training & Development, Research & Development, B2B, and Store Design providing insight on retail execution.
- ◆ Provided well-received support to Pop-up stores during new product launches, providing leadership and sales training.

**New Store Opening-Global Project Leader - Samsung Mobile HQ Exclusive**

- ◆ Effectively coordinated daily operations within a fast-paced environment focusing on elevating productivity and efficiency levels.

January 2015 –  
January 2018

**FORPLAY INC., Los Angeles, CA / FORPLAY STYLE HOUSE, Las Vegas, NV**  
**NATIONAL SALES DIRECTOR**

- ◆ Effectively direct all aspects of Pop-up shops: electric Daisy Carnival Las Vegas, LV day/night clubs, etc.
- ◆ Direct all tradeshow exhibitions for ForPlay Style House.
- ◆ Oversee hiring, training, and developing seasonal and permanent sales and production team members.
- ◆ Effectively support the HQ Business-to-Business team with tradeshow including: MAGIC, Halloween Expo, ILS, etc.
- ◆ Successfully function as Company Buyer for both e-commerce division and showroom.
- ◆ Execute highly-successful customer outreach to substantial grow client base and maintain relationships.
- ◆ Manage all areas of the business: Operations, Services, Inventory, Merchandise, and sales.
- ◆ Continue to provide on-going consulting in addition to directing seasonal special projects.

**Selected Achievements:**

- ✧ **Recognized for achieving substantial expansion** of both **products and services** through **creation of a new entertainment division** (ForPlay Style House) dedicated providing custom attire for nightclubs, casinos, bars, and major brands, globally.
- ✧ Masterminded Grand Opening of the ForPlay Style House private showroom in Las Vegas.

November 2003 –  
October 2014

**Best Buy Territory 1, Southern California Market**

**Multi Channel Community Liaison, Korean Initiative** 2010

- ◆ Specially recruited for this newly created position by the District Manager with enthusiastic recommendation of the General Manager.
- ◆ Configured and launched well-received program improving marketing efforts toward the Korean communities.

**Best Buy #393, West Hollywood, CA**

**Operations Manager** 2007– 2010

- ◆ In addition to management functions, spearheaded company events and major launches including but not limited to Store Celebrity signings, release parties, major product releases such as PLAYSTATION and GUITAR HERO.

**Service Manager** 2006 – 2007

- ◆ Effectively coached and trained all Agents and sales employees of Services and Solutions for the customer. Oversaw Geek Squad Agents culture, environment, and brand standards.

**Operations Senior/ Customer Service Representative/Admin** 2005 – 2006

**EDUCATION**

**FASHION INSTITUTE OF DESIGN AND MERCHANDISING, Los Angeles, CA**

**Major:** Visual Communications 2002-2003

**REFERENCES**

*Excellent references will be furnished on request.*