

ALEX VASQUEZ

Retail Operations | Visual Merchandising | Store Leadership
480-494-7221 | alexvasquez08@gmail.com | Phoenix, AZ

EXECUTIVE SUMMARY

Results-driven retail leader with 15+ years of experience in store operations, visual merchandising, and team leadership. Proven track record of driving sales growth, developing high-performing teams, and elevating customer experience in high-volume environments. Combines deep operational expertise with strategic vision for talent development, succession planning, and omni-channel execution — ready to assume full General Manager ownership of a flagship Old Navy location.

CORE COMPETENCIES

Store Operations	Retail Leadership	Talent Development	Team Building
Performance Coaching	Succession Planning	Payroll & Labor Mgmt	Customer Experience
Inventory Management	Omni-Channel Retail	Visual Merchandising	Sales Growth
Business Analytics	Project Management	Change Management	Strategic Planning

PROFESSIONAL EXPERIENCE

Assistant Manager

09/2022 – Present

Old Navy / Gap Inc. | Phoenix, AZ

- Directed all store operations in a high-volume location, driving consistent results across sales, conversion, UPT, and credit attachment goals through real-time KPI coaching and floor leadership.
- Managed payroll and labor scheduling to optimize peak-period coverage while maintaining budget compliance; identified inefficiencies to reduce labor cost variance.
- Recruited, hired, and onboarded top retail talent; built succession pipeline advancing high-potential associates into key holder and supervisor roles.
- Championed customer-first culture through team coaching and Medallia-driven action plans, driving measurable improvements in NPS and loyalty enrollment above district benchmarks.
- Led all visual merchandising execution — seasonal floor sets, window changes, and promotional transitions — maintaining brand standards and elevating the in-store experience.
- Leveraged Power BI and Medallia to surface performance insights, build action plans, and deliver weekly recaps and strategic recommendations to District Manager.

Visual Merchandising Coordinator

09/2015 – 08/2022

Centro Cuesta Nacional (CCN Group) | Dominican Republic

- Designed and implemented regional merchandising strategies across 15+ big-box locations with the Creative Director and Executive VP, driving brand consistency and comp sales growth.
- Served as liaison between corporate HQ and store teams, translating brand directives into actionable display standards, product presentation guides, and seasonal execution playbooks.
- Led project management for regional store expansions, grand openings, and remodels — coordinating timelines, vendors, facilities, and visual crews from concept through completion.
- Trained and developed area visual teams, standardizing best practices for floor set execution and fixture placement, reducing changeover time across all locations.

Store Manager

2013 – 2015

Aeropostale | Colorado

- Managed full store operations including recruiting, scheduling, training, and daily sales execution; consistently met or exceeded volume goals in a competitive mall environment.
- Analyzed weekly KPIs (units sold, ATV, conversion, markdown sell-thru, traffic) to adjust floor strategies and drive continuous improvement in comp store performance.

CERTIFICATIONS & EDUCATION

Google Project Management Professional Certificate
Google AI Essentials Certificate

Business Management — Universidad Iberoamericana | 2007–2011

TECHNICAL SKILLS

Platforms: Microsoft Excel • PowerPoint • Power BI • Workday • UKG Pro • Slack • Trello

Creative & AI: Adobe Photoshop • Adobe InDesign • AI Tools & Automation • LLM Operations • Generative AI Applications