

# JEFF HEENAN

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## PROFILE

I am an experienced professional with over 8 years of experience in all aspects of retail sales, operations, management, and strategy. I am results-driven and have a demonstrated history of delivering exceptional performance in big-box, specialty, and boutique retail environments. I am seeking an entry-level role in category management with a major retailer, with an eventual career destination in corporate strategy.

## SKILLS

- 8 years retail & sales experience, including 3 years in senior leadership roles.
- Proficient with MS Word, Excel, & Access.
- Excellent project-management abilities.
- Proven communication skills, including ability to influence decisions and sell ideas.
- Demonstrated problem solving capabilities.
- Capacity to meet deadlines under pressure.

## PROFESSIONAL EXPERIENCE

### **CORPORATE SALES EXECUTIVE | TIGER DIRECT | 03/2013 – PRESENT**

Handle business-to-business sales for clients across Canada, providing cost-effective solutions for their IT needs. Responsible for growing and maintaining a client base, providing timely and accurate quotes, and providing efficient and thorough follow-up.

### **PRODUCT ADVISOR | MICROSOFT | 10/2012 – 03/2013**

Provided a world-class customer experience and matched customers with solutions that meet their needs. Responsible for meeting monthly sales goals and conducting workshops and personal training for customers.

- 1 of 8 staff selected to support the launch event for Microsoft Surface and Windows 8.
- As part of visuals group, took responsibility for creating and maintaining visual displays, setting up product according to planograms, and ensuring a high level of visual consistency storewide.
- Designated Most Valuable Player during store training, October 2012.

### **RETAIL SERVICES DIRECTOR | ALMA MATER SOCIETY OF QUEEN'S UNIVERSITY | 05/2011 – 04/2012**

Full-time executive position managing the finances and operations of 2 retail stores worth \$1.8 million. Led strategic planning and budgeting processes, conducted financial and business analysis, and hired and supervised a total of 9 peer managers and 100+ staff.

- Inherited a service, Tricolour Outlet, with severe structural deficits. Reduced losses 83% over one year for their best-ever fiscal performance, and enacted structural changes to achieve profitability.
- Developed and implemented a business plan for the Publishing & Copy Centre including major renovations and capital acquisitions worth \$60,000.

### **GENERAL MANAGER | THE PUBLISHING & COPY CENTRE | 05/2010 – 04/2011**

Managed all operations of a full-service printing and finishing outlet, including developing the year's \$500,000 budget and strategic plan, implementing sales, marketing, and customer service strategies, and overseeing the day-to-day operations of the store.

- Achieved record profits \$61,000 ahead of previous year by increasing sales 3%, cutting costs 19%, and reducing operating expenses 4%.

- Led a team of 3 peer managers and 36 staff, including hiring and firing, assigning projects, setting deadlines, and conducting regular performance reviews and discipline, while fostering high employee morale and job satisfaction, leading to the highest rehire rate in the AMS.

### **OPERATIONS MANAGER | THE PUBLISHING & COPY CENTRE | 05/2010 – 04/2010**

Promoted from staff after the sudden departure of the previous Operations Manager, learning the majority of the role with little formal training.

- Implemented an existing strategic plan and budget, performing \$20,000 ahead of projections.
- Handled all purchasing and procurement, including forecasting customer flow to ensure adequate inventory levels.

### **RELIEF MANAGER/SALES ASSOCIATE | CANADIAN TIRE #369 | 12/2001 – 08/2008**

Managed all aspects of daily operations of a 20,000 square foot retail environment, set daily goals, supervised a staff of 60, and conducted end of day routines including cashing out cashiers.

- Took initiative to learn all departments in the store, becoming able to work in any position needed.
- Promoted from Sales Associate to Manager after returning from first year at university.

## **VOLUNTEER EXPERIENCE**

### **HEAD OF PUBLICITY | QUEEN'S MUSICAL THEATRE | 10/2009 – 04/2010**

Managed publicity, marketing, and media for QMT's sold-out spring show, "Little Shop of Horrors", including creating and implementing advertising strategies, designing promotional material, and overseeing a team of 3 volunteers to ensure effective promotion for the show.

## **EDUCATION**

### **MARKETING CERTIFICATE | HUMBER COLLEGE | IN PROGRESS**

- Related coursework: Marketing (MKTG 111), Consumer Services (MKTG 211)

### **BACHELOR OF ARTS (HONOURS) | QUEEN'S UNIVERSITY | 2011**

- Major: Economics
- Minor: English