

CHRISTOPHER K. JOHNSON

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MANAGEMENT AND OPERATIONS

More than 15 years of professional experience in administering all aspects of retail sales and marketing operations. This includes positions as a Retail Development Specialist and entrepreneur an e-commerce startup, Retail Business Owner and Retail Operations Manager. Highly effective communication skill, both written and oral, to interact daily with internal and external stakeholders and a diverse public.

- Developed retail sales plans, revenue goals for merchandise, tracked performance benchmarks, and assessed inventory needs and product mixes to establish a sustainable product line portfolio.
 - Strong track record of success leveraging my financial acumen, knowledge and experience to analyze financial information and make sound business decisions critical for a successful operation.
 - Developed and implemented customized training and weekly meetings for staff that improved staff retention, customer engagement, conflict management, and diversity awareness. Also improved the quality of interaction with customers and increased repeat business and referrals.
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PROFESSIONAL EXPERIENCE

One Off Outlet Greensboro, NC

03/2016 to Present

RETAIL DEVELOPMENT SPECIALIST / ENTREPRENEUR

Currently leading the development of an innovative e-commerce startup company called One Off Outlet, an online retail site specializing in women's clothing. Conceived and presented the innovative concept and business plan to 50+ investors during at the Google Triad Startup Weekend in May 2015; an intensive competition for business entrepreneurs. After winning the competition, teamed with a business partner to participate in the Flywheel New Ventures Accelerator; a sponsored business incubator program to encourage and support formation and growth of high-potential emerging businesses. Placed in the top 10 out of 250 entrepreneurs and received start-up funding. Currently leading the minimum viable product (MVP) stage; Phase II of the development lifecycle.

Sophia's Shoe Outlet Emerald Isle, NC

01/2014 to 01/2015

BUSINESS OWNER

Leveraged entrepreneurial vision, business acumen, and strong strategic planning, marketing and operations leadership skills to launch Sophia's Shoe Outlet in Emerald Isle, a small coastal community with a struggling small business environment.

KEY ACCOMPLISHMENTS:

- Formulated marketing budgets that returned high ROIs, which reduced acquisition cost to 85 cents from \$2.25.
- Strategically used cutting-edge marketing techniques and social media to connect with customers. Attracted 2000+ Facebook fans over 3 months and increased repeat customers.

The Intimate Bridal & Formal Wear, Inc. New Bern, NC

01/2004 to 01/2014

RETAIL OPERATIONS MANAGER

OVERVIEW: Appointed Operations Manager of the Intimate Bridal & Formal Wear, Inc. (TIBFW) to breathe new life into a failing, family-owned retail business. Successfully reorganized all retail operations and orchestrated the successful expansion to two locations with an enhanced online and social media presence. Established a long-term growth plan and organizational vision in a challenging economic environment that drove revenue growth to \$1.5M+ from \$140K in 10 years, including an increase of \$100,000 in e-commerce sales.

KEY ACCOMPLISHMENTS:

- When faced with significant cash flow issues during the economic slowdown of 2008, conducted a comprehensive analysis of cash flow models and revenue sources to formulate a strategy and solution. Leveraged relationships with industry leaders to implement a cutting edge accounts payable system that converted term accounts to cash accounts to increase cash flow. Negotiated vendor discounts to increase buying power and maximize inventories with less cash.
- Established innovative feedback loops with staff and customers to identify areas for improving operations.

- Implemented a flexible employee scheduling system that enabled staff to create their own work schedules and also ensured coverage for operating hours. By engaging staff in key decision-making processes and promoting a company culture centered on professional growth and inclusion, improved staff morale and job satisfaction.
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EDUCATION

Master of Science in Entrepreneurship
Western Carolina University, Cullowhee, North Carolina
(Some college coursework completed) – Degree anticipated in 2017

Entrepreneurial Marketing - Methods of creating and delivering a marketing plan using media and online approaches. Coursework focused on the development of marketing plan, market analysis, collateral material and online promotions.

Bachelor of Science, Small Business Administration 2004
Northern Arizona University, Flagstaff, AZ

Lean Six Sigma Training, Alison Inc., 08/2015

TECHNICAL SKILLS

SOCIAL MEDIA: Facebook, Twitter, Instagram, LinkedIn, Google Plus, Pinterest.

Proficient in the following systems, software, and specialized cloud computing and file hosting technology: Microsoft Office Word, Excel, PowerPoint, One Note; Adobe Illustrator, Photoshop, Reader; Word Press, Google Drive, QuickBooks Pro, Quicken, QuickBooks CRM Customer Retention Management, Apache Open Office Suite, Square, Go To Meeting, PaaS, SaaS, One Drive, Microsoft Sky Drive, Google Drive, Dropbox, Screencast; Windows and Mac Operating Systems.

HONORS AND AWARDS

Winner of the 2016 Google Startup Weekend, Greensboro, NC
Selected from over 50 participants for this challenging competition. Presented a unique idea to an audience and judges and developed a business model over a weekend.

Ranked in the Top 10 out of 250 entrepreneurs at the Flywheel New Ventures Accelerator Challenge, 5/2016.

Toastmasters, Division J., Regional Speech Competition Winner, 2013

COMMUNITY LEADERSHIP

Volunteer, Hope Mission; An organization dedicated to helping the homeless

PROFESSIONAL AFFILIATIONS

Toastmasters (member), 2013 Member, Rotary International, 2011-2015

American Heart Association, Executive Team Leader, 2009-2010
Helped to raise \$100K in one year