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**TOP-RANKED, AWARD-WINNING, BIG-BOX RETAIL STORE MANAGER**  
Rated as “consistently exceeds expectations” on virtually every performance review

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## **BURLINGTON STORES**

**GENERAL MANAGER, DISTRICT MERCHANDISE CAPTAIN, COMMUNITY CAPTAIN** **Jul 2017 – Present**  
**Grand Island, Nebraska (38,000 square feet, 45 employees, \$6M in sales)**

- ◆ Recruited from Sears to Burlington to set up, staff, open, and manage a new location in Grand Island.
- ◆ Oversaw every aspect of the project including hiring, on-boarding, and training an entire team of 45.
- ◆ Exceeded all sales expectations – delivered \$6M the first year, surpassing the initial projection of \$5.7M.
- ◆ Led the store to 1<sup>st</sup> in the entire region (30 stores) for sales vs. budget in 2018 – achieved 109% of plan.
- ◆ Ranked in the top 5 in the region for customer satisfaction scores (1<sup>st</sup> out of 30 for cleanliness).
- ◆ Led the backroom receiving team to 1<sup>st</sup> in the region for productivity (cartons processed per hour).
- ◆ Limited inventory shrink to just 0.43% of sales – ranked in the top 3 in the region for shortage results.
- ◆ Trained, developed, and promoted 2 supervisors and 2 high-potential full-time associates internally.
- ◆ Appointed community captain by the regional HR manager – oversaw all charitable fundraising efforts.
- ◆ Selected to serve as merchandise captain for the district – directed all new initiatives for 15 stores.
- ◆ Awarded the company’s “Brand Ambassador Award” for exceptional values and contributions.

## **SEARS**

**GENERAL MANAGER, DISTRICT TRAINER, DISTRICT CREDIT CAPTAIN** **Feb 2017 – Jul 2017**  
**Maplewood, Minnesota (92,000 square feet, 95 employees, \$19M in sales)**

- ◆ Promoted to lead one of the highest-volume stores in the district after previous success in other stores.
- ◆ Took over and quickly turned around a broken store that was not achieving key metrics prior to arrival.
- ◆ Drove the store to \$19M in annual sales – improved from 3<sup>rd</sup> to 1<sup>st</sup> in the district (25 stores) in 5 months.
- ◆ Increased customer satisfaction scores from 48% to 78% – improved from 20<sup>th</sup> to 5<sup>th</sup> in the district.
- ◆ Drove the store from 24<sup>th</sup> to 3<sup>rd</sup> in the district for customer credit applications – a major profit driver.
- ◆ Lifted the store from 24<sup>th</sup> to 5<sup>th</sup> in the district for customer loyalty program signups.
- ◆ Elevated the store from 24<sup>th</sup> to 10<sup>th</sup> in the district for protection agreement sales – another profit driver.
- ◆ Developed and promoted 1 general manager, 1 assistant store manager, and 2 supervisors internally.
- ◆ Achieved certification as the district training manager – on-boarded and trained multiple managers.
- ◆ Received an award for ranking in the top 25 company-wide (800 stores) for credit results vs. plan.
- ◆ Trained all other stores on best practices for customer credit acquisition as the district credit captain.

**GENERAL MANAGER** **Jul 2016 – Feb 2017**  
**Coon Rapids, Minnesota (68,000 square feet, 65 employees, \$9M in sales)**

- ◆ Promoted to take over a larger, higher-volume location after 3 years as the GM in Grand Island (page 2).
- ◆ Assumed control of a broken, understaffed, underperforming store and turned it completely around.
- ◆ Established significantly higher standards in all areas – improved all key performance metrics.
- ◆ Lifted the store to 8<sup>th</sup> in the district (25 stores) for total annual sales volume.
- ◆ Increased customer survey scores from 50% to 74% by Dec – improved from 22<sup>nd</sup> to 9<sup>th</sup> in the district.
- ◆ Identified, developed, and promoted a top-performing associate up to assistant store manager.

**GENERAL MANAGER, DISTRICT CUSTOMER LOYALTY CAPTAIN****Feb 2013 – Jul 2016****Grand Island, Nebraska (46,000 square feet, 40 employees, \$6.5M in sales)**

- ♦ Promoted to general manager after 2+ years as an assistant manager in the same Grand Island location.
- ♦ Increased sales from \$6M to \$6.5M as the GM while many other locations were experiencing declines.
- ♦ Ranked 1<sup>st</sup> in the district (25 stores) and top 10 in the entire company (800 stores) for customer loyalty.
- ♦ Ranked 1<sup>st</sup> in the district for protection plan sales results vs. plan in 2015 – a key focus in the company.
- ♦ Ranked 2<sup>nd</sup> in the district for customer credit acquisition vs. plan in 2015 – another key focus.
- ♦ Won several awards for outstanding results with customer loyalty, credit, and protection agreements.
- ♦ Increased mystery shop scores to 93% and customer satisfaction scores to 76% (top 10 in the district).
- ♦ Strengthened inventory controls – elevated the store from 8<sup>th</sup> to 4<sup>th</sup> in the district for shrink results.
- ♦ Averaged 99% on visual merchandising audits, 98% on safety audits, and 95% on loss prevention audits.
- ♦ Appointed loyalty captain for the entire district – facilitated all program training and communications.
- ♦ Promoted 2 new assistant store managers internally while also recruiting another ASM externally.

**ASSISTANT STORE MANAGER****Sep 2010 – Feb 2013****Grand Island, Nebraska**

- ♦ Recruited to Sears to oversee all hardlines departments, including appliances and home improvement.
- ♦ Led a veteran team of highly experienced sales associates and drove each department to new heights.
- ♦ Increased sales in major appliances from \$2M to \$2.8M and home improvement from \$1.2M to \$1.8M.
- ♦ Awarded for the #1 comp sales growth in the district (25 stores) 2 straight years in appliances and tools.
- ♦ Ranked 1<sup>st</sup> in the district for protection agreement sales % in 2011 and again in 2012.
- ♦ Won a major district-wide sales contest in the home improvement department in the fall of 2010.

**FIREPLACE STONE & PATIO****SALES ACCOUNT MANAGER****Aug 2007 – Sep 2010****Grand Island, Nebraska**

- ♦ Managed the showroom and all aspects of account management for this home improvement company.
- ♦ Conducted cold calls, built relationships with contractors and homeowners, and acquired new accounts.
- ♦ Created marketing plans, visited job sites, and maintained merchandising standards in the showroom.
- ♦ Exceeded all expectations – drove the client base from 5 to more than 150 accounts over the 3 years.

**MENARDS****ACCOUNT SERVICE MANAGER****May 2004 – Aug 2007****Grand Island, Nebraska**

- ♦ Built and developed the contractor sales business for a home improvement superstore in Grand Island.
- ♦ Generated more than \$1M in annual sales – ranked in the top 25 out of 500+ employees company-wide.
- ♦ Awarded the company's "Million Dollar Sales Club Award" for outstanding sales performance.
- ♦ Selected to train other account managers and serve as a member of the local builders' association.

ADDITIONAL INFORMATION**Bachelor of Business Administration (BBA) in Business, Management, and Marketing – Peru State College**

Management Training Program Certification (Operations, P&amp;L, HR) – Sears Holdings Corporation

Current member of the board of directors for Grand Island / Hall County Crime Stoppers

5 LinkedIn recommendations from former colleagues: [linkedin.com/in/jakobscheideler](https://www.linkedin.com/in/jakobscheideler)