

MICHELE ARMENIO

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Accomplished, strategic and versatile retail executive with over 15 years of experience in the retail industry and consistent record of achieving revenue and profit growth. Experienced in all areas of retail operation including P&L management, personnel development, sales and merchandizing planning, customer relationship management, supply optimization, operation reengineering. Result oriented with strong entrepreneurial mindset and solid executive presence. Exceptional ability to communicate and cultivate strong relationship with new prospects and existing customers propelled also by a mother-tongue level command of English, Spanish and Italian.

Professional Experience

Boglioli, Miami, Florida

Store Manager (From October 2016 to Present)

- Developed the second US location of an iconic Italian clothing brand, with marketing and retail strategies. Involved in hiring, training and managing the daily activity of a small RTW boutique.
- Full P&L control along with inventory strategies to maximize sales. Organized and executed sales promotion events in order to enhance brand presence in the Miami area. Managed the overall store performance and provided corporate with recommendation and actions plans for improvement.

Romero Britto Gallery, Miami, Florida

Store/Gallery Manager (From March 2015 to November 2015)

- Achieved all monthly goals and increased sales (+3%) while reducing discount levels. Managed the Art Consultants, Gallery Assistants, and Sales Assistants (total of 26) to ensure the upmost productivity and profitability goals are met, as well as works with all the other internal departments to ensure clients are receiving the highest level of service.
- Hired and developed a successful sales staff. Assisted with the closing of sales and determining discount rates. Supervised all subordinate staff.
- Coordinated staff evaluations, 1/1 coaching meetings, and weekly staff meetings. Handled customer service issues. Reviewed commissions for payroll purposes. Worked with charity & events departments to coordinate gallery events.

Billionaire Italian Couture/ Ippolita Jewelry, Miami, Florida

Store Manager/Brand Ambassador (From March 2013 to January 2015)

- Successfully coordinated and streamlined all the start-up process of the first flagship store in USA, for these two Italian companies.
- Recruited, hired and developed a high performance and engaged staff. Plan sales goals, coach and monitor daily performance to ensure set goals are achieved. Managed stock levels and make sure inventory is reflective of store needs.
- Promoted the brand by networking with local charity, organization and social groups. Build client confidence by making the store experience interactive, engaging and reassuring. Company ceased operations in the US.

Omega Boutique, Boca Raton, Florida

Store Manager (From September 2011 to October 2012)

- Led total store level of operations for the new watch boutique, including staff hiring, training and marketing strategies.
- Established sales goals, managed budgets and sales forecasts. Developed and improved company CRM database. Delivered refined customer service and demonstrated strong clientele skills. Prioritize, plan, delegate, administrate and adapt to business needs.
- Coordinated inventory control, receiving; merchandising (plan-o-grams) and store maintenance. Maximize inventory, cash control and loss prevention techniques. 99.8% inventory accuracy for the first year. Ability to build revenue, manage back-office operations and supervise selling professionals. Achieved \$750k in sales (store totals) within 9 months of employment. Moved back to Italy for family reason.

Ulysse-Nardin Boutique, Boca Raton/Aventura, Florida

Area Manager/Brand Ambassador (September 2010 to September 2011)

- Accomplished all the startup process of the first two mono-brand watch boutiques in USA.
- Organized and oversee sales floor and visual merchandising. Purchased stocks and ensured inventory accuracy. Profit building and sales growth. Handled sales budget and human resources. Ensured store profitability through strategic marketing and CRM.
- Developed the policy and procedure manual for both Boutiques. Achieved \$ 1.5 m in sales (store totals) within 10 months of employment.

Hamilton Jewelers, Palm Beach, Florida

Store Director (September 2006 to June 2009)

- Achieved \$ 3.8m in sales (+10% p/y-store totals) and increased the profit margin by 8%, in the first year of employment. P&L responsibility for profitability, expense management, and gross margin results. Managed staff of five, including sales and administrative associates.
- Extensive community involvement including charitable and civic representation, community events, and media relations for location. Brands represented: Patek Philippe, Rolex, Panerai, IWC, Lange, Piaget, Cartier, Bulgari, Pomellato, etc.

Tiffany & Co., Boca Raton, Florida

Operation Manager (September 1999 to July 2006)

- Managed daily operations of the sales floor, customer service, inventory, merchandising, shipping and administration departments. Coached and inspired personnel toward achievement of company's certification. Assisted and influenced sales management decisions to ensure the attachment of store goals.
- Supported all specific business initiatives including the TR client program, CRM and PR actions to further enhance the brand presence in the area. Successfully participated in the opening of 8 new stores in the Florida market.

Other Professional Experience and Education

US Government (DoD)

Contract Administrator/Manager (From February 1988 to June 1998)

Graduated International Law School in Naples, Italy

GIA–Course AJP

Fluent in Italian and Spanish also basic knowledge of Portuguese.