

# CAPTAIN STACY LYNN

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## EXPERIENCE HIGHLIGHTS

- 25+ years' experience in the Specialty Outdoor Retail industry
- 35+ years' experience in customer service and sales
- 10+ years' experience as a Retail General Manager and Operations Manager
- 20+ years' experience as a Department Manager of Fly Fishing, Apparel, Footwear, Kayaking and Outdoor categories
- 20+ years' experience in Inventory Management including all Buying, Receiving, Merchandising, Forecasting, Budgeting, Stock Leveling, and Physical Counts
- Extensive Staff Management, Payroll, HR, Accounts Payable experience
- Extensive POS and Inventory Management Software experience
- Extensive experience planning and executing Events, Programs, Presentations and Travel
- Manufacturer's Technical Representative for multiple product lines
- New Location Coordinator and Staff Trainer in the retail and national restaurant industries
- Experienced and confident Public Speaker
- Responsible, Hard Working, Conscientious and Trustworthy

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## SUMMARY OF WORK EXPERIENCE

October, 2018 – Present

*Wow Fly Fishing*

Austin, TX

### ***Proprietor***

I provide business services to retailers, manufacturers, event coordinators, travel services and destinations based on my extensive industry experience. Services include consulting and project management; product mix, buying, and merchandising; manufacturer's support; event planning and execution; travel planning and hosting. I provide education services through lessons, schools and guiding.

September, 2014 – August, 2018

*Bayou City Angler*

Houston, TX

### ***Co-Founder, General Manager, and Fly Fishing Instructor***

Created, opened, and managed a 2500 sq. ft. Fly Fishing specialty retail store. Executed or coordinated all aspects of the store opening including business plan and pro-forma budget creation, site selection, brand acquisition, and fixture design. Managed all aspects of the business including Operations, Inventory, Staff, and Marketing. Planned and executed on- and off-site events including product demo days, a film premier, a large hurricane relief fundraiser, tournaments and community socials. Conducted fly fishing travel services including hosted travel and guide referrals. Represented the business at a variety of functions and events. In its second full year, the shop experienced revenues 45% greater than the national average for all fly-fishing shops. Operated as Change Manager: training, supporting and preparing the new management team to take over all aspects of operating and managing the shop before my departure from Houston to Austin for family reasons.

July 2008 – April 2014

*Sportsman's Finest*

Austin, TX

### ***General Manager, Operations Manager, Fly Fishing Department Manager, and Fly Fishing Instructor***

Managed an 8000 sq. ft. Fly Fishing and Firearms specialty retail store with multi-million dollars in Sales, and double-digit growth each year. Achieved highest Sales and Income in store's history in 2013. Managed all aspects of the business including Staffing, HR, Marketing, Budgeting & Accounting, Vendor Relations, Service Levels, Security, IT, Inventory, and Facilities. Represented the business at a variety of functions and events. Oversaw audits by both the ATF and IRS. Implemented a staff-wide Bonus Program based on meeting sales goals. Implemented multiple Policies and Procedures that improved efficiency and performance, decreased expenses, managed cash flow, and improved customer satisfaction. Analyzed Daily, Weekly, Monthly, and Year-End reports and P&L's.

## SUMMARY OF WORK EXPERIENCE CON'T

September 2007 – July 2008 *Performance Paddle Supply* Eleven State Territory  
**Manufacturer's Technical Representative, Product Sales Representative**

Independently contracted to provide sales and support to retail dealers in LA, AR, MO, NB, KS, OK, TX, NM, CO, WY, UT; represented 2 kayak and 6+ kayaking accessories lines; provided technical product training to dealers and staff; delivered line showings and provided support to dealers with the ordering process; provided dealer support and customer service at consumer and industry shows, events and demonstrations; hosted on-the-water training and demonstrations for staff and customers.

October 2005 – September 2007 *Seaworthy Marine Supply* Rockport-Fulton, TX  
**Department Manager, Buyer, Merchandiser, and Salesperson**

Management of \$500K in clothing, footwear, kayaking, and fishing merchandise per year including all aspects of buying, receiving, and merchandising; utilized EOFs and Retail Pro; open-to-buy and sales analysis; vendor relations; sales and customer service; staff training and management; kayaking demos and special events set up, merchandising, sales, and breakdown.

July, 2004 – October 2005 *Sportsman's Finest* Austin, TX  
**Department Manager, Merchandiser, Salesperson and Fly Fishing Instructor**

Management of fly fishing and hunting/shooting clothing, footwear, accessories and gift departments including buying, receiving, merchandising, and sales analysis; utilized EOFs and ARS POS system; vendor relations; sales and customer service in the apparel, footwear, fly fishing and accessories departments; opening and closing duties; special events set up, merchandising, sales, and breakdown; fly fishing instruction.

July, 2003 – June, 2004 *The Orvis Company* Austin, TX & Manchester, VT  
**Salesperson, Key-Holder: Orvis-Austin; Outlet Sales Traveling Team**

Key Holder responsible for opening and closing the store, and operations when the manager was off; customer service; sales of fly fishing and outdoor products. When the location closed, I was hired by the corporate Outlet Sales Team to travel and execute huge outlet events around the country.

June, 1999 – July, 2003 *Austin Angler* Austin, TX  
**Salesperson, Buyer, Fly Fishing Instructor, Guide**

Customer service; sales of fly fishing and outdoor products; inventory, ordering, and receiving of products; vendor relations; merchandising; fly fishing instruction and guiding; special programs coordination; new hire training; Retail Pro software operation; cash and credit card handling; end-of-day reports; opening and closing.

March, 1998 – July, 1998 *Austin Outfitters* Austin, TX  
**New Store Opening Team**

Managed inventory, store set-up, and merchandising prior to new store opening; Opening and Closing Manager; sales and customer service; inventory management.

September, 1995 – March, 1998 *Gruene Outfitters* New Braunfels, TX  
**Office Manager, Buyer, Salesperson**

Payroll; accounts payable; sales and payroll tax; deposits and check-writing; inventory, ordering, and receiving of products; merchandising; customer service; sales of casual clothing, footwear, fly fishing, and outdoor products; register operation; cash and credit card handling; end-of-day reports; opening and closing.

(Full Work History and References Available Upon Request)