

# ALLISON VANDEVELD

## CONTACT

- 920-857-5320
- allisonvandevel@gmail.com
- <https://allison21.godaddysites.com>
- Garden Grove, CA, 92841

## SKILLS

Project Management

Utilize KPIs and CRMs

POS, RF, Merchant Accounts

Marketing - creating, promoting, analyzing

Statistical and Data Analysis - SQL, R, R  
Markdown, Tableau

IT Proficiency

Event Coordination

Data Storage and Cloud Services  
Management

Microsoft Office 365

Type 60+ WPM at 100% accuracy

System Administration

## EDUCATION

### Coursera Google

Data Analytics Certificate

### MiraCosta College

Administration of Justice

### LA Valley College

History

### Vista High School

Graduated with 3.63 GPA

Regional Occupation Program Certificates:

- Printing and Graphics
- Auto Mechanics
- Computer Applications

## PROFILE

With 16 years of successful Directing and Management in high volume businesses, I aim to be an asset through increasing efficiency related to leadership, problem solving, project management, and all aspects of organizational growth and development through a strong work ethic, excellent communication, and a positive attitude. I utilize my experience, knowledge, and strong initiative and passion for growth to work independently as well as with multiple teams. The ability to plan, organize, lead, motivate and build strong interpersonal relations, trust, and emotional intelligence are key to productivity and successful leadership.

## WORK EXPERIENCE

### Executive Director

VapinUSA

2013-2020

- Sole leader of over 40 employees across 7 brick and mortar storefronts, two warehouses, and 3 eCommerce websites.
- \$50K sales in year 1 -> \$4M+ sales in year 6 = 2,633% increase in 6 years (adjusted/store).
- Wide range of duties created by myself to incorporate positive changes to the industry, employee growth, and customer satisfaction.
- Human Resources duties:
  - Recruiting and hiring on all job levels - employee to management.
  - On-boarding and paperwork tracking and filing - I9, W4, status changes, etc.
  - 90-day employee reviews and coaching with pay rate changes included.
  - Ordering and distributing all employee items - name badges, branded polo shirts, etc.
  - Wrote employee handbook covering legal aspects, additional resources, acknowledgement agreement of policies, expectations, and industry specific terms.
  - Implemented payroll processing, PTO, and benefits tracking.
- Directing duties:
  - Created 80+ unique SOPs for all store processes. Managed and distributed MSDS.
  - Promotions and marketing: developed social media platforms and printed education material.
  - Decided: discontinued products (based on sales/PM over month analyzation), product ordering and quantities (calculated from weekly sales averages), all holiday and store specific promotions/sales and marketing displays in stores and in print/online, all product pricing to secure profit margin needed and be competitive in market.
  - Ordering and displaying of all OSHA and federal/state requirements regularly.
  - Analyzed profit and loss statements in each location, monthly and quarterly, to work with managers on scheduling hours (sales per hour/employee), lowering cost of goods, adjusting pricing, increasing sales and customer counts. Worked with warehouse team to leverage quantity sales for lower individual pricing.
  - Maintained and distributed Active Directory.
  - Directed wholesale and graphic design teams and wholesale pricing.
  - Created and sent email and text campaigns often to over 15,000 customers at a time.
- Managerial duties:
  - Conducted weekly meetings with management team and saved minutes in shared drive folder for reference - included new product releases, store goals and information, Q&A.
  - Visited all store location to meet with each management team weekly and encouraged open conversations and ideas on improvement, customer and employee product suggestions, purchase order delivery, financial and PC auditing, and upselling training.
  - Communicated with team via email, Slack, anonymous reporting, and phone.
  - Ensured proper tools were available for success - ordered all company use products, merchandising and price displays for all stores, IT compliance, FDA regulations, POS management (LightSpeed POS and analytics with built in CRM), merchant account management, security and video camera systems (ADT and NightOwl).
  - Created 100-point checklist conducted monthly and reviewed discrepancies with management and employees. Cleanliness, staff/customer interaction, POS entered sales, proper displays/pricing and SOPs being followed.
  - Production, scheduling, ID verification and customer service training, loyalty programs.

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## EXPERTISE

- Excellent written and verbal communication.
- Detail accuracy and data confidentiality.
- Success with building strong teams with loyalty and high morale.
- Positive leader by example.
- Business acumen.
- Multi-task and context switching.
- Problem solving, time management, organizational skills.
- Collaborative ingenuity, integrity, and structural improvement.
- Able to analyze data and focus on micro and macro aspects.
- Creating enthusiastic and positive learning environments for staff to engage and flourish.
- Teamwork and conflict resolution.
- Active listening and deescalation.
- Adaptability and flexibility.
- Policy creation and implementation.
- Creating relationships with vendors and clients.
- Working independently and always learning.

## ACCOMPLISHMENTS AND CERTIFICATES

- Established several store locations in their entirety.
- Conducted tv/radio interviews to educate and promote.
- Spoke at city council meetings.
- Created and coordinated annual event with 30+ vendors and 2,300 attendees. Raised thousands of pounds of donations for local food pantry each year.
- CPR/AED/First Aid Certified
- CA Food Handlers Card
- Bartenders License
- Leadership Certificate
- Organizational Behavior Management

## WORK EXPERIENCE

### Office Manager

UVC, INC.

2008-2013

- Retained confidential legal documents and appropriate cataloging.
- PO fulfillment and production.
- Ensured reconciliation is accurate and complete.
- Saved \$100K+ in misplaced accounts receivable payments, created and executed systems to repair issues and losses.
- Ensured workflow growth in warehouse production.
- Oversaw sales, marketing, and production team.
- Worked with remote graphic designer weekly.
- Scheduling staff and meetings.
- Check visitors in and monitor security systems.
- Data entry and filing.
- Payment processing and Quickbooks reporting.

### Department Manager

Michael's Arts and Crafts

2006, 2007-2008

- Trained and developed department employees.
- Maintained appropriate inventory without overstock or empty space.
- Managed customer service for highest performance.
- Operated closely with management for strengthening increases in sales and goals.
- Stocked weekly orders.
- Kept all areas clean, free of debris, and safe for all customers and employees.
- Recommended products to customers and upsell techniques with staff.
- Adjusted schematics and merchandising resets for new products.
- Kept friendly relationships with all employees, customers, and vendors.
- Positive force in building team morale and excitement.

### Executive Assistant Manager

Party City

2005-2007

- Hired, trained, supervised, and coached staff; including up to 30 part time seasonal employees.
- Sales goals oriented. Analyzed store aisles with less traffic/sales to adjust as needed. Scanned out of stock products. Down-stocked products, POS experience, and scheduling of employees.
- Maintained accuracy, schematics, seasonal resets, marketing displays, ordering and receiving of all products and company material.
- Built relationships with vendors and customers.

### Customer Service Sales

Fry's Electronics

2005

- Began in computer sales and was quickly promoted to returns department for computers and accessories.
- Tested and verified accuracy of return items and serial numbers.
- Reported consistent product issues for quality control.
- Worked with sales, parts, and front-end staff members.