

# Darleen Brown

North Myrtle Beach, SC 29582

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843-855-2050

- Over 15 years customer service experience.
- Manager who is highly energetic, outgoing and detail oriented. Handles multiple responsibilities while providing exceptional customer service.
- Familiar with Micros, TAM, Adelo and Yellow Dog.
- Manager driven to develop and implement fresh sales and marketing strategies with financial and operation discipline.
- I am very reliable and friendly who quickly learns and masters new concepts and skills. Passionate about helping customers and creating a satisfying experience

## Work Experience

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### **Retail Sales Manager**

DoubleTree by Hilton - Myrtle Beach, SC

January 2018 to Present

- Opened new store location including hiring, training, setting up sales floor and back room, ordering accurate amount of product for exceeding target goals, merchandising, and final touches
- Achieved 20% over our target sales goals for the first quarter we were open and continued to see significant sales growth month over month
- Responsible for all ordering of retail shop
- Maintained all inventory for gift shop using Yellow Dog and TAM software
- Greet, assist, and inform customers of retail promotions at resort
- Complete sales transactions and returns
- Enforce corporate safety standards and seasonal merchandising
- Rotate merchandise and displays to feature new styles
- Coach sales associates in product specs sales incentives, and selling techniques
- Responsible for the accurate completion of daily reporting and cash drops

### **General Manager/Owner**

Castano's Italian Steakhouse - North Myrtle Beach, SC

2012 to 2018

- Hired, trained, and coached 50+ staff members on customer service skills, food & beverage knowledge, and health & safety standards in preparation of opening in 2012
- Consistently exceeded monthly sales goals by a minimum of 10% by training FOH staff on upselling techniques and by creating a featured food and beverage program
- Increased customer engagement on company social media accounts by 20% through interactive promotions and contests
- Created a cross-training program ensuring FOH staff members were able to perform confidently and effectively in all positions
- Responsible for scheduling, payroll, bill payments, ordering of food, liquor and all MARKETING and OUTREACH programs.

## **Store Owner**

Edible Arrangements - Williamsburg, VA  
2005 to 2012

- Successfully opened the second Edible Arrangement in the state of Virginia
- Able to increase sales each of the 7 years opened by at least 20% each year
- Focused on marketing and networking with all the area business' and local customer base
- Responsible for all training and development of staff
- Controlled payroll and expenses for optimal profit

## Education

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### **Bachelor's in Business Administration**

University of South Florida - Fort Myers, FL

## Skills

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- Marketing
- Social Media Management
- Merchandising
- Upselling
- Inventory Control
- POS
- Payroll
- Recruiting
- Store Management Experience
- Business Development
- Digital Marketing
- Retail Management
- Sales Management
- Public Relations

## Groups

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### **Creator of BLING (Business Ladies Information Networking Group)**

2013 to 2016

### **Myrtle Beach Women's Club**

2012 to 2015

### **North Myrtle Beach Chamber Marketing Council**

2015 to 2017

## Additional Information

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### SKILLS

- POS Systems
- Retail Sales
- Recruitment and Training
- Business Development
- Payroll
  
- Scheduling
- Inventory Management
- Leadership
- Sales coaching
- Customer Service