

# MAX COLEMAN

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## Professional Profile

I'm an experienced and highly skilled service oriented professional with a focus on Retail Management, Sales and Merchandising, Relationship Building and Customer Satisfaction. Possesing a calm temperament, excellent interpersonal communication skills, a keen eye for detail and the ability to anticipate the needs of others, I thrive at increasing Sales Productivity while striving to set the example of how to consistently exceed customer expectations.

## Qualifications

- Business development
- Retail Schematic savvy
- MS Office proficient
- Resolution-oriented
- Exceptional multi-tasker
- CA. Food Service Manager Certification ServeSafe
- Inventory control
- 10+ year experience as Certified Barista

## Experience

### Sales Representative/Merchandising Manager

03/2008 to Current

Falcon Trading Co.

Royal Oaks, CA

- Service Retail Bulk Food Department sections in grocery markets throughout greater California including Luckys, Save Mart, Raleys, Food Maxx and various Natural Foods Co-op's.
- Created direct Sales relationships with retail and independent Grocery Buyers and Store Management.
- Developed and executed retail set schematics to appeal to customer needs while maximizing sales profits.
- Completed documentation for product and service sales.
- Achieved 37% sales increase since promotion to Merchandising Manager after 6 months.
- Informed management of special sales and service issues.
- Established new customer accounts.
- Filled out expense reports for accounting.
- Train new Merchandisers on industry leading standards and company policy.

### General Manager

05/2011 to 04/2016

Yo el Rey Roasting Co.

Calistoga, CA

- Increased overall company sales by 300% during span of employment.
- Developed from scratch a wholesale retail program for Fresh Roasted Organic Coffee Bean sales to various Grocery Markets, Hotels/B+B's, Restaurants and Wineries throughout Napa Valley, Sonoma County and Sacramento Valley.
- Hired and supervised a staff of 12 employees, consisting of 1 Assistant Manager, 3 Shift leads and 8 Baristas, ensuring overall staff development.
- Correctly followed all health, safety and sanitation guidelines.
- Maintained the highest standards of conduct and service.
- Managed inventory by establishing and adjusting ordering parameters, forecasting usage and controlling waste.
- Created weekly shift schedule.
- Developed a secure and safe cash handling system to ensure full employee accountability.

- Educated customers about the benefits of Organic and Fair Trade Certified sourced coffees.

## Education

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	2011
City College of San Francisco	San Francisco, CA
GED	2002
Adelante High School	Roseville, CA, United States

## Affiliations

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- 2004 Outward Bound Wilderness Leadership School Graduate. Portland, Or
- 2006 Outward Bound Wilderness Leadership School Graduate. Kings Canyon, CA
- 2007 Appalachian Mountain Club Trail Crew Leader. Mt. Washington, New Hampshire