

# Jamie Joan Bernal

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Etobicoke, ON

## WORK EXPERIENCE

### Plato's Closet

*General Manager - Mississauga, ON*

#### General Manager

***April 2025 - Present***

- Oversee store operations including sales, staff management, budgeting and strategy
- Reports to store owner, setting business goals focusing on business strategies to meet quarterly targets
- Creating weekly schedules, accommodating staff needs while maintaining labour budgets
- Led recruitment, reviewed resumes identifying strong candidates and conducted initial phone screenings, then led in-person interviews to select top candidates
- Evaluated employees, identifying their strengths and strong points while also providing constructive criticism
- Handling serious employee issues including disciplinary actions and terminations
- Ensuring all cash handling procedures are followed
- Oversees social media and online shop, creating promotional content to drive in-store and online sales. Trained senior staff on how to assist with social media content and creation
- Communicated with owner regarding deserved promotions within staff
- Planned and executed in-store and online events to streamline sales goals to ensure quarterly sales targets are met
- Handled escalated customer situations and complaints with professionalism and empathy resolving complex issues effectively
- Mentored employees to improve performance and efficiency, providing hands on training
- Trained employees on selecting high quality second hand clothing based on brand, condition, and sales market, guiding team members in identifying in demand styles to maximize profitability and customer appeal

#### Assistant Manager

***September 2022 - April 2025***

- Led a multi-disciplinary team of 14 Sales Associates that delivered client-centred service with thorough customer engagement and dispute resolution skills to maintain store profitability standards
- Assisted an online Shopify store with social media marketing and implemented a daily \$500 upload quota, effectively generating a significant increase in online sales in addition to in-store sales
- Created visually appealing posts to promote and increase in store and online sales, creating digital marketing content (Canva, Instagram)
- Advanced strategic insights across daily procedures, streamlining the efficiency of transactions and raising customer satisfaction
- Quick problem solving, solid decision making, effective communication, task prioritization, overseeing safety and helping assist escalated customer issues while enforcing store policy
- Contributed to recruitment, reviewed resumes identifying strong candidates and conducted initial phone screenings, then assisting in-person interviews to select top candidates
- Assisted with in-store floor adjustments to optimize product placement, improve customer flow, and enhance the shopping experience while preventing theft
- Overlooked staff schedules to maintain coverage and productivity while managing labor cost
- Supervised and trained employees, ensuring excellent customer service and efficient daily operations

**Key Holder / Supervisor****March 2022 - September 2022**

- Supported and supervised staff when store manager was off duty
- Handled cash, record sales, buy and consignment reports
- Independently opened and closed store following store protocol and procedures using Direct Registration System (DRS) and POS
- Oversaw inventory flow, tagged and processed new merchandise, and managed putbacks to keep the store organized. Helped with floor adjustments, ensured proper product placement, and maintained store cleanliness.
- Assisted in handling customer disputes and monitored store activities to minimize shrink and theft
- Managed high volume buying and pricing of second hand fashion ensuring profitable resale

**Sales Associate****November 2021 - March 2022**

- Multitasked tagging merchandise, organizing on floor stock/ housekeeping tasks, and cashing out customers using POS and DRS systems
- Examined products purchased for resale. Sorting incoming inventory, referencing store sales. Maintained up to date product knowledge. Evaluated and priced secondhand items based on brand, condition, and demand to ensure an appealing product mix
- Ensured clean work area in the fast paced work environment
- Task prioritized while multitasking daily duties, answered customer questions and assisted concerns in person and over the phone
- Cleaned and organized the sales floor, ensuring a neat and visually appealing shopping environment.
- Tagged and processed incoming inventory, ensuring accurate pricing and efficient stock management
- Restocked and arranged merchandise to maintain product availability and store organization

**Birthday Signations****August. 2021 – March. 2022***Part Time Receptionist - Toronto, ON*

- Successfully managed information using desk operating procedures; booking orders, processing over-the-phone payments, and online invoices while responding to incoming emails
- Handled data entry and indexing of confidential information, using the work phone to contact customers through text and phone call
- Provided friendly customer service to clients, answering questions regarding rentals, recommending similar styles, coordinating with clients to ensure inquiries are up to par
- Managed and maintained calendar, prioritized tasks while multitasking daily duties
- Assisted in creating business website and digital marketing content (GoDaddy, Instagram)
- Meticulously examining and creating delivery route to forward to delivery team

**EDUCATION**

Humber College Design Foundation - Certificate  
Humber College Graphic Design - Advanced Diploma

**REFERENCES AVAILABLE UPON REQUEST**