George N Purvis

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Education

Bachelor of Science

Marketing Management

& Advertising Management

Portland State University - 2017

Athletic & Outdoor Industry Certificate

Activities

**PDX Metro Pack Walks:**

Founder, Organizer

Group dog hikes around

the Portland Metro Area that encourage physical activity and socialization for over 1,300 dogs and their human companions.

**Affiliations:**

Hero Dog Foundation,

Board Member

Subaru of North America,

Brand Ambassador

Search Engine Marketing PDX, Member

Athletic & Outdoor Young Pros., Member

Pacific Crest Trail Association,

Trail Crew Volunteer

**Interests:**

**Competencies:**

CRMs: Hubspot, Yesware, Pipedrive

Project Mgmt. Tools: Trello, Confluence, Jira

Media Editing: FinalCut Pro X, Adobe Lightroom and Photoshop

Experience Highlights

Sales and Marketing Manager

**Halo Automotive** | Feb 2017 – January 2018

* Act as Account Exec, SDR, Sales Rep, Project Manager, and Marketing Manager for a telematics start-up company.
* Successfully brought “Halo” product to market.
* Develop external marketing tools, including POS materials, in-store displays, and promotional videos.
* Designed retail sales process for dealership distribution channel, doubling retail sell-through rate in 60 days.
* Provide customer, distributor, and sales support.
* Designed and built custom marketing strategies and tactics for B2B sales.

Certified Trainer

**Darden Restaurants** | Jun 2012 – Jan 2015

* Maintained a leadership role in my employment while attending school as a full-time undergraduate student.
* Provide excellent guest service, led district in customer survey results with 20-30 personal mentions per month.
* Improved average ticket sales through peer training (store results improved by $2.40).
* Improve work safety conditions as “safety team” member, location recognized in company for top safety performance.

Store Sales Manager

**Brookstone** | Jun 2005 – Jan 2011

* Managed three locations: The Galleria at Ft. Lauderdale [volume: $1.6M] Westfield (Broward) Mall [$1.0M], and the Seminole Paradise [$600K].
* Ranked number one overall store (The Galleria), 2010 company ‘Power Rankings.’
* 2010 company cruise winner.
* Received multiple personal and store performance awards and recognition throughout district, region, and company.
* Increased 2010 sales by 30% (Galleria at Ft. Lauderdale), from 1.2 million dollars to 1.6 million dollars.
* Increased 2009 sales by 20% (Westfield Mall), from .8 million dollars to 1 million dollars.
* Increased 2008 sales by 30% (Seminole Paradise), from .6 million dollars to .8 million dollars.
* Responsible for P/L performance; achieved net positive annual store “4-Wall” profit in each location; profitable every month of 2010.
* Company leader in KPIs, including purchase-with-purchase results 40% over target, and product protection plans 50% over target.
* District Specialist for product and sales training.
* Achieved “shrink” results under 1%, 2008-2010.
* Seasonal Store Managing Partner - Supervised operations and performance of two seasonal locations (4th quarter, 2009 and 2010) in addition to my home location, with approximate volumes between $100-125K.

Assistant Manager

**BACHRACH** | Jun 2002 – Jun 2005

* Promoted to Assistant Manager within one year as a result of personal sales acumen.
* Listed on monthly company Top 10 Performers list on fourteen occasions.
* Commission pay outperformed hourly rate by 300%.
* Trained new associates on sales and fitting techniques.
* Established and maintained long-term relationships with key customers.