ANASTASIIA PAVLENKO

RETAIL OPERATIONS / TEAM LEADERSHIP / CUSTOMER EXPERIENCE

Flagstaff, AZ (928) 266-3352 anastasiapavlenko75@gmail.com

PROFILE

Store Manager with experience leading a six-person team in premium eyewear retail. Skilled in hiring, onboarding, coaching, scheduling, KPI analysis, inventory control, and cash handling. Analytical background in hydraulic engineering.

SELECTED RESULTS

+20%
Conversion YTD vs. 2025
with traffic down 18%

#1
Arizona region in conversion
and kids' glasses performance

-8%
Inventory shrink
through audits and accountability

EXPERIENCE

STORE MANAGER

Apr 2025 - Present

Sunglass Hut | Flagstaff, AZ

- Lead daily store operations and a team of 6 associates; maintain corporate standards and training compliance.
- Increased conversion by 20% YTD versus the same period in 2025, while store traffic declined 18% over that period. Drove +17% comp sales.
- Ranked #1 in the Arizona region for conversion and kids' glasses performance; reduced inventory shrink by 8% through operational audits and team accountability.
- Recruit, interview, and hire associates; onboard, coach, review performance, and create improvement plans. Achieved 100% team and personal training completion.
- Build schedules around budget, traffic, sales targets, and employee needs; provide coverage for unexpected absences.
- Lead store business meetings to share updates, prepare for sales seasons, and coach associates; collaborate with regional management on sales initiatives.
- Organize employee events and recognize individual contributions to support team engagement.
- Resolve customer escalations; oversee cash handling, deposits, POS, opening and closing, and luxury visual merchandising standards.

EXPERIENCE / CONTINUED

SALES ASSOCIATE
Feb 2024 - Apr 2025

Sunglass Hut | Flagstaff, AZ

- Delivered personalized service from initial greeting through post-sale support; built relationships to encourage repeat business.
- Advised customers on eyewear style, fit, quality, design, and craftsmanship; stayed current on products and promotions.
- Processed POS transactions and supported visual standards, security practices, and team sales goals.

SALES MANAGER
Mar 2022 - Oct 2022

Geyser Plus (auto parts) | Sumy, Ukraine

- Built customer relationships, identified needs, explained product features, and resolved service issues.
- Created and updated product descriptions and online marketplace content.
- Handled cash transactions and invoicing; collaborated with colleagues and worked independently.

EDUCATION

Master of Hydraulic Engineering | Sumy State University, Ukraine | Jan 2026

Bachelor of Hydraulic Engineering | Sumy State University, Ukraine | Jun 2024

SKILLS

Business: Team leadership, hiring and onboarding, training, scheduling, KPI analysis, inventory control, cash handling, visual merchandising.

Software: Microsoft Excel, Word, PowerPoint; SolidWorks CAD, Kompas V-12 CAD, 1C: Enterprise.

Languages: Ukrainian and Russian (fluent); English (high-intermediate); French (beginner).

ADDITIONAL TRAINING

Technical Support Fundamentals (Google, 2024); The Bits and Bytes of Computer Networking (Google, 2024); Ferrous Technology I (POSTECH, 2024); Introduction to Cosmetic and Skincare Science (Olay, 2024).