

DEAN THOMAS

PEOPLE OPERATIONS MANAGER

- 10+ years of experience propelling revenue growth through strategic business development and people management -

STRATEGIC PLANNING & GROWTH ♦ PENETRATING COMPETITIVE MARKETS

- ♦ Strong track record of **driving business growth** under highly competitive market conditions; boosted daily sales at *Khaana* by 675% by analyzing and reconciling gaps in sales, marketing, and Human Resource processes.
- ♦ Fosters a **network of alliances** with partners, employees, and customers to consistently achieve savings and growth. Boosts team dynamics, assesses customer needs, and develops and implements “people” solutions that motivate and inspire.
- ♦ Analyzes **operations** to pinpoint bottlenecks and develop powerful “de-clogging” strategies; slashed turnover by 54% by implementing a strategy to boost retention and engagement. Thrives in fast-paced, dynamic, face-to-face settings.

Process Improvements
Marketing, Promotions, and PR
Business Analysis

Cross-Functional Collaboration
New Business Development
Inventory Management

Team Building and Training
Human Resource Development
Motivation and Leadership

PROFESSIONAL EXPERIENCE

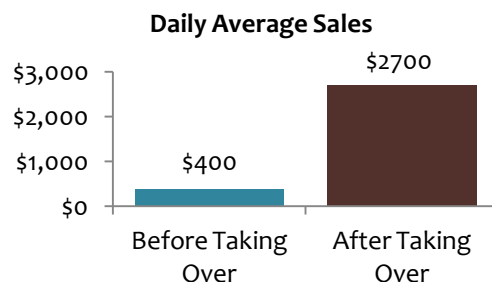
Director of People & Operations

at *Khaana LLC*

2003 - Present

Business Operations

- ♦ Grew account portfolio from \$300K to \$1.5M/year by developing business relationships with account holders, and by giving the struggling store a complete CRM system overhaul.
- ♦ Saved \$200K/year, increased revenue by 40%, and reduced waste by 17% by streamlining disjointed, vaguely defined business operations.
- ♦ Reduced service time from 13 minutes to 9 minutes after analyzing workflow, enhancing capacity, and increasing job responsibilities.



Strategic Business Development

- ♦ Pushed annual profits up by 15% (to \$9.5M) by creating strategic business development plans that addressed our lack of presence in the city center. Diversified business strategy and established partnerships to push monthly sales up by 50%.
- ♦ Increased sales by 10% after introducing a POS system to identify recurring customers and their regular orders.

Human Resource Management

- ♦ Lowered turnover from 37% to 17% by establishing quarterly meetings with employees and offering guidance on career opportunities, which also led to overall improvement in work ethic and employee performance.
- ♦ Boosted revenue by \$100K by devising strategic sales initiatives, which included training 85 employees.
- ♦ Designed comprehensive workforce development program to create self-managed teams, resulting in savings of \$250K annually and 10% drop in turnover.

Marketing

- ♦ Spearheaded development and implementation of targeted social media marketing campaign, utilizing Facebook and Yelp to generate new business customers, increasing annual sales by \$5M.
- ♦ Pushed company growth rate by implementing new lines of sales through partnerships and additional tailored services.
- ♦ Identified buzzwords to focus marketing efforts, leading to influx of new customers and 10% sales increase.

EDUCATION

University of San Jose

Master of Business Administration

2013 - 2014

Final Project: How to develop powerful negotiation and bargaining strategies for startups looking for Angel funding.

San Jose State University

Bachelor of Business Administration

2009 - 2012

RATIONALE

Challenge: Dean had been applying to many startups but was getting no responses. “They’re probably getting turned off by the fact that all my experience is working at a family restaurant,” he told me. The challenge, then, was to “translate” his extremely impressive restaurant leadership experience into language that all startups could understand.

Action: I wrote his accomplishments down without referring to *Khaana* as a restaurant. If you skim through his professional experience section (or even read it carefully), it’s impossible to see that he’s been working at a restaurant!

From his questionnaire, it was apparent that Dean had three strengths: developing powerful strategies to grow small businesses, motivating his teammates, and streamlining operations. I highlighted these strengths in his visual center.

Because the professional experience section is first scanned vertically, I used subheadings to draw attention to Dean’s main strengths.

Dean studied very hard to develop strategies that propelled *Khaana* to where it is today. Not only did he apply the material he learned at school, he also conducted a lot of independent research to understand how he could further improve *Khaana*. These results manifested themselves in HUGE boosts in profit. I visually highlighted that by using two contrasting colors in his graph, blue, and a brown dominated by orange. These colors add to his personal brand -- while Dean is warm and fun and can connect with the people he leads on a very personal level, he is also very strategic and analytical.

The graph does a great job at summarizing the overall impact he’s had at *Khaana*.

Lastly, I added his Final Project in to show that he could help startups get Angel funding.

Result: This resume was written fairly recently and the client hasn’t launched an aggressive job search campaign yet. He was, however, very pleased with the look and the “translation.”