



## Case Study: Supply Chain Executive

With our resume and LinkedIn revamp Sean got interviews for SVP/COO roles in under a month.

»» Here's what Sean Alexander (Alex) had to say:



Alex

1 review



★★★★★ 4 days ago **NEW**

This has been an amazing experience working with this team; I was skeptical about the idea at first. Because like other professionals, we assume that we can write a resume. However, after speaking with Zunaira, who took in excess of 3 hours to review my qualifications and pertinent information. I realize that resume writers are definitely underrated. After completing the initial review, they created one of the best resumes, cover letters, and LinkedIn profiles I have ever seen. I have been approached by recruiters for COO, SVP and VP of Supply Chains roles thus far. This has been a fantastic experience for me; Zunaira is one of a kind. Constantly, she encouraged me to aim higher and genuinely believe in what she creates. Be Blessed

## His backstory:

Sean was a VP in logistics but wasn't seeing results in his job search. He was ready to settle for a Senior Director role as long as it paid enough. His resume wasn't helping him stand out.

Some of the issues in his resume included:

- Focused solely on responsibilities, not achievements.
- Failed to highlight his VP-level strategic vision.
- Huge blocks of text with no visual appeal or branding.

## Our strategy:

We encouraged him to target executive-level roles only. We also optimized his LinkedIn profile to complement his resume and improve recruiter visibility. Finally, we crafted a compelling, humanized cover letter.

*\* [94%](#) of recruiters use LinkedIn to cut candidates from their applicant pool.*

*\* [78%](#) of employers expect a cover letter, with [49%](#) of HR managers rating it as the second-best application component, after a tailored resume.*

## Here is what we did with his resume:

- 1 Created a strong personal brand in the top third of his resume to grab attention instantly.
- 2 Highlighted measurable, results-driven accomplishments tied to business impact.
- 3 Positioned Sean as a strategic leader with VP-level vision and influence.

Sean Alexander

to Zunaira, me ▾



The interview went well, I have been applying using the resume and cover letter you created for me. Surprisingly, a recruiter reached out to me on indeed after reviewing the new resume. After the interview, they reviewed my new LinkedIn profile. Just as you said 😊

## Where is Sean now?

Within a month of these updates, Sean began seeing significant results. He is now interviewing for VP and COO roles with multiple recruiters reaching out to him.

## Would you like us to help you with your job search too?

Click here to invest in our services or schedule a free consultation call with us.

Book Service

Call Us



**Warning:** The following pages have been saved as images in order to protect Sean's work as well as our work from being copied and indexed. As a result, uploading this exact file into an ATS will not work. If you are interested in hiring him, please email us at [contact@careertuners.com](mailto:contact@careertuners.com).

# Here's the resume we made for him:

**SEAN W. ALEXANDER** | 951.284.5404 | [contact@careertuners.com](mailto:contact@careertuners.com) | Irvine, CA 92618 | [Linkedin](#)

**Supply Chain Leadership | Global Logistics Strategy | Lean Six Sigma Black Belt | Global Team Oversight | Strategic Vision**

Transformational supply chain executive with 15+ years of leadership experience in global logistics and integrated supply chain management. Expert in setting and executing strategic visions that drive cost optimization, operational excellence, and service delivery across global logistics networks. Skilled in leading large-scale distribution and warehousing operations, ensuring trade regulation compliance, and achieving on-time delivery. Proven ability to build high-performing teams and strategic partnerships.

- **Elevated year-over-year sales from \$325M to \$462M** at *DEF Company* by enhancing supply chain efficiency, implementing data-driven inventory management, and establishing strategic partnerships with alternative suppliers to mitigate shortage.
- **Launched and led a 1.2 million ft<sup>2</sup> site to become the top-performing facility** in *JLK Company* network within 2.5 months, achieving over 1 million lines shipped in a single week and securing the #1 position during peak season for weekly shipments
- **Saved millions in costs** at *ABC Company* by resolving pallet standardization issues by partnering with global stakeholders to eliminate redundant pallet handling processes, reducing material waste, and aligning supply chain practices across regions.
- **Key Skills:** SAP, Manhattan Scales, QuickBooks, Oracle, Red Prairie, Technology Integration, Systems Implementation

## PROFESSIONAL EXPERIENCE

**Principal/Vice President of Supply Chain and Warehousing**, ABC Company

05/2022 – Present

Spearheads end-to-end supply chain operations for a \$43M enterprise, overseeing a team of 8 directors and driving strategic initiatives across 10 warehouses; hired 2 directors. Directs comprehensive planning, sourcing, and procurement strategies. Redefined the company's 3-year strategic roadmap by integrating data-driven insights and adapting to evolving market conditions. Recognized with executive awards for surpassing sustainability targets and leading transformative change management initiatives.

### *Strategic Leadership & Operational Execution*

- **Drove a 4.7% increase in operational efficiency** by leading a strategic overhaul of Oracle systems and network infrastructure; led "Please Wait" time reduction to 15 seconds, installation of 11 additional network nodes, and warehouse optimization.
- **Elevated TPH from 3.8 to 5.0 and achieved the highest LDS and DISS scores** for the region by rewriting Oracle system codes to resolve discrepancies, executing dynamic slotting strategies, and repositioning high-velocity inventory near outbound zones.
- **Doubled daily output from 100 to 327 lines per day** and improved system stability by leading a task force to resolve SAP implementation issues, developing a comprehensive problem-solving playbook, and closing training gaps.
- **Expanded storage capacity and optimized inventory management** by contracting with DHL for offsite warehousing, mitigating the risks associated with a 98% capacity utilization rate and accommodating aggressive SKU growth as part of the 5-year plan.
- **Championed the enterprise-wide upgrade from Q2C to SAP 4**, taking ownership of the implementation to resolve critical configuration issues, unify cross-functional teams, and drive alignment on strategic priorities.
- **Partnered with the Oracle DBA team**, to address critical system issues and support the SAP implementation in the export area,

### *Cost Optimization & Logistics Planning*

- **Realized \$400K in annual cost savings** and strengthened team performance by fostering a culture of continuous improvement, reducing overtime from 13% in 2022 to 5.5% in 2023, and boosting labor productivity by \$92K (2.2+%) in August.
- **Increased weekly shipment value from \$500K to \$3M** by breaking down silos and fostering collaboration across IT, operations, and training functions; implemented a unified problem-solving approach to enhance productivity.
- **Reduced late delivery fines from \$250K to \$11K** by overhauling logistics processes, implementing strict scheduling protocols, and engaging transportation providers to enforce SLA compliance, significantly improving final mile delivery performance.
- **Won the Logistics Hero award from the SVP** for driving a the audit performance score from 658 to 792 by addressing critical supply chain issues and implementing process enhancements that exceeded the gold standard target of 702.
- **Optimized warehouse layout by implementing Lean Six Sigma best practices**, raising 5S scores from 450 to 672; redesigned aisles, workstations, and cleaning stations to adhere to safety standards, resulting in 670 consecutive safe days.

### *Cross-Functional Partnership & Talent Development*

- **Transformed a siloed partnership into a cohesive, collaborative relationship** with Logistics Plus LLC, leading the daily operations of 10 warehouses and establishing regular touchpoint meetings with directors to address barriers and build trust.
- **Enhanced workforce proficiency in SAP**, leading a comprehensive training overhaul to facilitate adoption for 22 team members.
- **Strengthened supplier accountability** by resetting expectations and enforcing SLAs for transportation partners, resulting in improved on-time performance and minimizing the downstream impact on customers, such as Amazon, Best Buy, and Walmart.

**Director of Supply Chain and Logistics**, DEF Company

06/2020 – 12/2022

Oversaw global logistics and compliance operations spanning Asia and other regions, strategically managing a \$65M budget to optimize distribution, warehousing, and regulatory adherence. Directed P&L to maximize profitability and drive operational excellence, surpassing performance targets despite pandemic-related challenges. Delivered a significant sales uplift from \$325M to \$462M YoY by aligning logistics strategies with evolving market demands. Hired a Logistics Manager and an Export Manager.

### *Operational Transformation*

- **Led a 400,000 ft<sup>2</sup> warehouse expansion project**, delivering it on time and within budget by overseeing the selection and commissioning of 4 AGVs; collaborated with IT and vendors like Rocla to ensure seamless system integration.
- **Steered a successful Oracle implementation** by aligning cross-functional stakeholders and mitigating risks; extended the go-live schedule to enable thorough testing and multi-shift training for 112 warehouse associates, ensuring a seamless transition.
- **Elevated shipments from 32,000 to over 40,000 lines per week** within 3 weeks of Oracle system go-live, through process enhancements and hands-on, tailored training for 112 warehouse associates in collaboration with Infosys.
- **Doubled sales and grew productivity by over 30% during COVID-19** by strategically expanding remote capabilities, optimizing warehouse operations, and securing alternative suppliers to address shortages, including diversifying sourcing to Mexico.
- **Achieved 99% pick accuracy for LTL and FTL shipments** by automating picking processes with an Oracle-based system and RF gun technology, which reduced errors and increased accountability across carriers.
- **Increased monthly shipping volume to 665K units in March 2021** with zero missed orders by refining warehouse operations, implementing value stream mapping, and enhancing key performance indicators.
- **Improved on-time delivery by 18%** by redesigning the global distribution strategy to include air freight, overcoming sea shipment delays and customer complaints and ensuring timely delivery despite supply chain disruptions.

### *Compliance Excellence, Customer Impact, & Risk Mitigation*

- **Improved customer satisfaction by 12%** and increased on-time delivery rates by renegotiating carrier contracts during COVID-19, transitioning to higher-tier logistics providers, and revising the transportation budget to meet new market demands.
- **Drove 11% sales growth by expanding from a 5 to 7-day delivery model**; partnered with Echo Logistics to introduce weekend delivery services, meeting the demands of key clients like Home Depot and Lowe's.
- **Collected \$465K in outstanding 301 tariffs** by identifying gaps in customs documentation, coordinating with the customs team to reconcile unpaid invoices, and ensuring compliance with tariff requirements during COVID-19.
- **Maintained C-TPAT certification standards** by reestablishing monthly recertification training sessions for all operators, mitigating the risk of shipping license suspension and ensuring compliance with government regulations.
- **Improved safety performance by driving a 10% reduction in recordable incidents** and achieving zero near misses, partnering with the safety team to reinforce accountability and foster a culture of proactive safety practices.

**Global Logistics Manager**, GHI Company

05/2016 – 06/2020

Led operations for a 1M ft<sup>2</sup> warehouse housing \$107M in FIOS inventory, managing a 3PL team of over 300 staff. Oversaw a \$40M budget, driving cost savings, capital improvements, and alignment with the company's long-term strategy. Partnered with procurement to optimize inventory levels, space utilization, and days of supply. Built the logistics team and led 10 direct reports.

- **Generated \$2.2M in annual savings by decommissioning 4 warehouses** and consolidating operations into a 1.2 million ft<sup>2</sup> facility for FIOS services, optimizing labor costs, overheads, fixed costs, and equipment expenses.
- **Implemented a strategic outsourcing initiative as part of a Lean Six Sigma project**, transitioning pick, pack, and ship functions to Ryder Logistics, resulting in significant cost reductions through transactional billing.
- **Delivered \$250K in savings** by renegotiating contracts and \$109K in additional savings by implementing measures that optimized service rates and improved operational efficiency across logistics functions.

- **Reduced obsolete inventory by 90% during warehouse decommissioning** by identifying and scrapping slow-moving items, such as 40,000 outdated routers, freeing up significant warehouse capacity for high-priority products and dynamic slotting initiatives.

**Area Manager**, JLK Company

05/2013 – 05/2016

Oversaw a 1.2 million ft<sup>2</sup> distribution center serving the Connecticut, New Jersey, and New York region, leading a team of 8 managers and 200 associates. Directed logistics, production, and quality initiatives to ensure 100% customer satisfaction while managing third-party logistics carriers. Spearheaded Lean Six Sigma programs, preventive maintenance, and training initiatives.

- **Launched and managed a 1.2 million ft<sup>2</sup> Amazon facility** in Robbinsville, NJ, leading the receiving department from inception and streamlining inbound processes; directed and developed departmental managers through hands-on coaching.
- **Achieved a 5% weekly improvement in productivity** by initiating daily pre-shift huddles, addressing operational challenges before each shift, and setting clear expectations for the team.
- **Pioneered Lean strategies, including 5S methodology, in a brand-new facility**, driving improvements in productivity and waste reduction by fostering associate buy-in and adherence to Lean principles.
- **Executed preventive maintenance programs** to support an efficient work environment and maintain operational performance.

**Fleet Engineering Manager**, New York Waterway

02/2007 – 09/2010

Led a team of 11, including 6 engineers and mechanics, to oversee day-to-day vessel maintenance, spare parts procurement, scheduling, recruitment and staffing, training, and budget ensuring seamless vessel departures and minimizing downtime.

- **Ensured adherence to OSHA, DOT, and Coast Guard standards**, maintaining a secure and compliant work environment.
- **Collaborated with the U.S. Coast Guard** on weekly and monthly vessel inspections, ensuring compliance with safety standards.

## EDUCATION & PROFESSIONAL DEVELOPMENT

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**Master of Business Administration (MBA)**, Strayer University

2016 – 2019

**Master of Business Administration (MBA)**, Northeastern University

2011 – 2013

**Bachelor of Science in Business Management**, Northeastern University

2004 – 2008

### *Certifications:*

**Certificate in Business Mentorship**, Harvard University

2018

**Lean Six Sigma – Black Belt**, Verizon

2018

# And here's the resume he was using before he worked with us...

**SEAN W. ALEXANDER, M.B.A, LEAN SIX SIGMA BLACK BELT**

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OPERATIONS MANAGEMENT | LOGISTICS | SUPPLY CHAIN MANAGEMENT | PROJECT MANAGEMENT

## Education

- Master of Business Administration, Strayer University 4.0 GPA
- Bachelor of Science in Business Management, Northeastern University, Boston, Massachusetts
- Certificate in Business Mentorship, Harvard University Business School, Boston Massachusetts
- Advanced Systems Engineering, US Army Corps of Engineers
- Lean Six Sigma- Black Belt- Verizon
- Software- SAP, Manhattan Scales, QuickBooks, Oracle, and Red Prairie

## CAREER HIGHLIGHTS

**Principal/Vice President of Supply Chain and Warehousing, May/2022 to Current**  
ABC Company

- **Operations Management:** Oversaw a team of eight direct reports, managing the efficient daily operations of a large-scale business with revenue of \$43M to maximize sales and profitability. This included a wide range of responsibilities such as planning, SAP transactions, scheduling, process documentation, shipping, performance evaluations, employee grievances, training and development, and staffing.
- **Supply Chain Management-**strategic planning, sourcing, and procurement of raw materials and finished goods to meet customer needs. Understanding market changes, especially in pricing, essential to stay ahead. Adopting a strategic approach is crucial to prevent any inventory shortage. Building relationships with suppliers and leveraging best-in-class industry practices to overcome any challenges.
- **Warehouse Management-** In partnership with Logistics Plus LLC, served as Operations Leader, managed the daily operations of 10 warehouses in the areas of production, preventive maintenance systems, sales, customer service, logistics, transportation, distribution, vendor management, employee performance, company agencies, and cross-functional departments while aligning business objectives and goals.
- **Transportation:** Strategically managed customer and business unit transportation requirements to ensure the execution of necessary warehousing & transportation models, including LTL, TL, and parcel. This involved forecasting and supporting business tenders, savings funnel, and the 3-year strategic plan of record.
- **Distribution:** managed routes and the movement of freight to and from customers, with a strong focus on continuous improvement initiatives for performance and cost. This commitment to excellence reassured the achievement of sustainability targets and kept us abreast of all geopolitical, import/export, and regulatory requirements and their impact on freight service/expense.
- **Manufacturing-** Responsible for working with clients to develop alcohol formulas, implement them, and manage dedicated contract manufacturers continuously. We created all aspects of customer contracts, carrier setup, invoicing, and customer relations.
- **Accounting and Purchasing:** Responsible for purchasing spirits and wines from manufacturers, provided forecast, planning, and budgeting for all accounts, including managing financials, including monthly profit and loss statements and P&L.
- **Sales-** hired and worked with the sales team to identify opportunities and target markets and develop a marketing plan to maximize profits.
- **Marketing-** Managed the promotions and marketing team to develop ad campaigns and taste-testing events, as well as drive engagement on all social media platforms.
- **Contract Negotiation:** negotiated all contracts with suppliers and clients daily, ensuring alignment with customer needs and business strategies. My expertise in this area ensures that all parties' interests are protected.

**Director of Supply Chain and Logistics, DEF Company (June 2020 to Dec 2022)**

- **Warehousing and Distribution:** Team management of 112 warehouse associates and office staff responsible for warehousing, distribution, global logistics, trade and environmental compliance, and international order fulfillment, having responsibilities as far as Asia.

# It was responsibilities-focused and did not showcase his strategic leadership...

- **Budget Management:** Provided input and managed the budget of 65M for logistical requirements. Function as technical evaluator of unit supply. Analyze recurring reports and through observation analyze equipment and other needs to support logistical operations. Managed the P&L to ensure that all spending was in the company's best interest. "Thinking like a customer but acting like an Owner."
  - **Continuous Improvement:** Engage and motivate the team to utilize their diverse talents to exceed the operational goals despite the challenge of inventory shortage, and the additional complexity of managing the impacts of COVID-19 to operations.
  - Design and implementation of global distribution strategies to support our international markets and corporate goals.
  - **Supply Chain Management:** work with cross functional teams' procurement, sales, customer service and engineering to understand the currents customer demands, and leverage technology to service the customer's needs. Sourcing raw materials from vendors and negotiating prices to meet current production schedules. Monitored the S&OP utilization to better match supply with demands.
  - **Performance Improvement:** Improve the Operational Performance. Improve the pick accuracy of LTL and FTL to 99%. Manage RDSL to ensure the warehouse ships available products on-time.
  - Manage carrier performance to ensure on-time pick-ups of 99%. Collaborate with carriers when needed to hold them accountable when demands are not being met. Utilize value stream mapping to simplify targeted results.
  - **Logistics:** manage carrier performance and work with various carriers LTL, FT, Ocean freightliners, and small parcel to get products to and from customers both locally and internationally, communicating with various stakeholders to meet deadlines and improve customer satisfaction. Negotiating prices and establishing contracts with low-cost carriers.
  - **Trade Compliance:** Manage and provide oversight of Trade and Environmental Compliance team (Reach, RoHS, Prop 65, Buy American Act.). Ensure C-TPAT Certification standards are maintained. Collecting \$465,000 of outstanding 301 tariffs.
  - **Safety:** Improve the Safety Performance and Recordable Injuries -zero Incidents & Near Misses- Drive a 10% reduction from 2020.
  - **Project Management:** Ensure a Successful Oracle Enhancement
  - Develop professional relationships with stakeholders and identify key contacts. Collaborate with a diverse team of executives to get the project off the ground in a timely manner.
  - Align my objectives with the team and work to improve efficiency and productivity. Identify areas of improvement and utilize value stream mapping to simplify targeted results. Ensure team is fully trained on new equipment (fork trucks and scan guns) and new Oracle system in time for Go Live.
  - **Accomplishments:**
  - Increasing productivity, responsible for increasing actual shipping goals to 665K in March 2021, and zero (0) misses or orders, and improving KPI's.
  - Received a peeps award for successful completion of 2020 ISO Audit.
  - Improve productivity, improving thru put to shipping over 40k units in a single day.
- Project leader for the warehouse building expansion, and implementation for AGV commissioning.

## *Global Logistics Manager, Supply Chain, GHI Company (May 2016 to June 2020)*

- **Supply Chain Management:** Responsible for a 1 million square foot warehouse with company's FIOS inventory with a value of \$107 million, managing a 3PL with a staff of three hundred plus employees. Managing inventory levels up to and including partnering with procurement to ensure accuracy. Days of supply, space utilization, inventory levels, etc.
- **Budget Management:** overseeing a budget of \$40 million, partnering with other team members to execute the financial and operational commitments of the business, capital improvements and cost savings. Responsible for the development and execution of annual goals, strategies, and budgets consistent with the long-range vision of the company.
- **Operations Management:** ten direct reports in four functional departments: demand planning, materials management, warehousing/transportation, and customer service.
- **Vendor Management:** Review purchasing decisions, orders, and vendor contracts to ensure requests are met in a timely manner. Present and resolve all order discrepancies immediately to ensure quality and maintain the organization's reputation.
- **Performance Management:** Write and present employee performance reviews and appraisals, including disciplinary actions as well as fostering performance improvement through positive reinforcement.
- **Accomplishments:**
- Spotlight Award by VP Supply Chain for Outstanding Personal Commitment. (2016)
- Spotlight Award by Director of Supply Chain for Commitment of Core Values. (2017)



# Most of the resume bullets were three-line long but lacked strong impact.

- Spotlight Award by SVP Supply Chain for Performance Excellence. (2018)

## ***Area Manager, JKL Company (May 2013 to May 2016)***

- **Operations Management:** Responsible for supervising and coordinating the activities of engaged sales, service and product management, logistics, transportation, returns and/or telephone complaints of customer to ensure that corporate performance requirements are met in the Connecticut, New Jersey, and New York region.
- **Supply Chain Management:** Provides leadership and manages a 1.2 million square ft. distribution/ fulfillment center for production, capital asset maintenance, quality standards, and shipping/receiving while ensuring 100% customer account satisfaction and dealing with 3<sup>rd</sup> party logistics carriers.
- **Management:** Responsible for directing, coaching, and developing 8 departmental managers and 200 cross functional associates to create a high performing team that delivers the best customer service possible while ensuring manufacturing objectives are accomplished in a timely and cost-effective manner
- **Training & Development:** Training new and existing employees on changing and establishing processes, procedures, technologies to include implementing preventive maintenance programs, lean 6 sigma methodologies namely 5S.
- **Project Management:** Prioritized time sensitive projects/initiatives with attention to detail such as minimizing labor overtime, premium freight, plant maintenance and repair expenses

## ***New York Waterway, Fleet Engineering Manager (February 2007-September 2010)***

- **Management:** Supervised the daily activities responsible for providing guidance concerning the areas such as repair management, preventative maintenance, service work of vessels, recruitment and staffing, scheduling, training and development, expense reports, budgets, compliance, and vendor management.
- **Expense Reporting:** Monitored and analyzed all company expenses to include equipment and parts inventory.
- **Financial Budgeting:** Prepare and present both monthly and annual maintenance budget reports, ensuring that all spending was in line with the companies.
- **Compliance:** Maintained a safe, clean, secure work environment in accordance with OSHA, DOT, Coast Guard, State and Government standards.
- **Vendor Management:** Managed the contracts for bidding and acquiring new vendors and/or clientele to grow the business.

## ***US Army, Senior Logistics Manager (December 1999 – June 2006) Captain***

- **Operations Management:** Responsible for military-owned fleet of 1500 + combat equipment valued over 300 million and annual operating and capital budget of \$127 Million dollars. Negotiated price, terms, conditions and rates with vehicle manufacturers, and parts suppliers. Responsible for training, discipline, and mentoring soldiers.
- **Transportation Management:** Integrated real-time transportation management technology creating visibility and secure communications with convoys; designed operation procedures that reduced weekly drive time requirements by 20 percent; created and enforced a comprehensive risk management plan, reducing workplace accidents by 35 percent; provided sound and ethical advice to senior leadership on strategic logistic support missions.
- **Supply Management:** Planned and directed the daily activities of units engaged to include the supply of more than two hundred commodities Prepare and recommend supplemental policy and program instruction affecting the logistical support operation,