

JAMES SHENAL-MARTIN

MERCHANDISE EXPERT 📍 RENO, 89506 📞 775-815-2832

◦ DETAILS ◦

Reno, 89506
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◦ LINKS ◦

[LinkedIn](#)

◦ SKILLS ◦

Project Management
Custom Garment Production
Product Development
Vendor Relationships
Vendor Network Expansion
Business Process Improvement
eCommerce
Creative Problem Solving
Creator and Influencer Branding
Customer Acquisition
Customer Service
Retail Sales
Salesforce
MS Office
Training & Development
Sales
Key Account Management
Consultative Selling

📁 EMPLOYMENT HISTORY

Operations Coordinator at Represent.com, Remote

January 2021 — Present

- Oversee development and creation of custom apparel for Represent's creator and celebrity portfolio
- Work across all teams as a partner in the design, production, branding, and marketing of client campaigns
- Source new factory and vendor relationships to keep up and ahead with apparel trends
- Building and refining processes to ensure a smooth transition from store order to customer delivery
- Quality control for all custom garments, while ensuring timelines and brand standards

Customer Success Associate at Figure Lending, Reno, NV

March 2020 — January 2021

- Handle inbound calls, chats, and emails from potential and current customers.
- Worked in accordance with company values to achieve future goals.
- Navigate the constant changes that are expected in a start up environment

Key Account Manager at Custom Ink, Reno, NV

September 2017 — October 2018

- Managed and worked directly with 900+ of Custom Ink's larger and frequent buyer customers
- Collaborated across supply chain, merchandising, and operations departments to ensure that customer needs are met
- Grew initial book of 500 customers to over 950 in a little under a year through referrals and internal acquisitions
- Reached #1 in total sales and referral sales for the year of 2018 in June across all 30+ team members in 3 locations
- Sales totaled just under \$1 million for the year

Inside Sales Representative at Custom Ink, Reno, NV

August 2015 — September 2017

- Managed inbound calls from potential and repeat customers, placing orders and handling order issues
- Chosen to be a founding member of the Large Customer Segment team, handling larger inbound returning customers
- Promoted to Key Accounts Team in September of 2017

Operations Manager at CPR Cell Phone Repair, Greenville, SC

February 2015 — August 2015

- Opened and ran day to day operations of the first franchise licensed by the franchisee in their territory
- Went from \$0 a month to \$22,000 a month and profitable by the 6th month, which was months ahead of schedule
- Scouted retail locations for the second location
- Brokered contracts with local businesses to be their exclusive device repair company
- Hired and trained new employees
- Spearheaded advertising and merchandising strategies



Inside Sales Representative at Custom Ink, Reno, NV

January 2014 — February 2015

- Received inbound calls from potential and repeat customers, placing orders and handling order issues
- Chosen to be on the Advanced Email team in August 2014 where we handled more complicated orders, specialty print processes, and specialty products
- Consistently outperformed measured metrics each month



Inside Sales Representative at Verizon Wireless, Spartanburg, SC

July 2008 — August 2011

- Gained and retained the company thousands of customers during my tenure
- Founded and taught a workshop on smartphones in August of 2010, which is still being taught now
- Handled multiple types of customer interactions, including escalations
- Helped keep co-workers up to date on new technologies, system changes, and best practices
- Consistently performed in the top 10% of the district during my tenure



EDUCATION



Spartanburg Methodist College, Spartanburg, SC

January 2004 — May 2004



Spartanburg Community College, Spartanburg, SC

August 2001 — May 2002

- Attended 1 year with a focus on Computer Networking