




GEORGE N PURVIS

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/georgenpurvis 

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.