

# REINALDO MERCADO

3939 SE 10<sup>TH</sup> LN OCALA, FLORIDA 34471

352-895-9880

RMOCALA66@YAHOO.COM

## PROFESSIONAL OBJECTIVE

MIDDLE TO HIGH LEVEL MANAGEMENT

## PROFILE

Highly focused, top producing and goal-driven business professional with solid experience in marketing, management, sales, operations, training and staff development. Demonstrate success in implementing business, marketing and advertising strategies that consistently increase sales. Reputation for effectively identify market trends, competitive inroads and mapping strategies to overcome competition.

## WORK EXPERIENCE

**FLORIDA SMART WASH, LLC. /BNG SOLUTIONS, LLC- OCALA, FLORIDA**

**2010-Present**

**GENERAL MANAGER**

Manage of company operations. Work on prospects referral program. Marketing strategies on several services in order to seek and meet customer needs. Manage sales and implementation of strategies for building and development of a Car Wash Industry and Car Dealerships/Retail.

**TJX COMPANIES/TJ MAXX- OCALA, FLORIDA**

**2007-2010**

**ASSISTANT STORE MANAGER**

Managed operations and merchandising store with annual sales of over \$10 M and 43 employees. Duties included supervision of sales floor and merchandising team schedule. Monitoring store operations including front end, set payroll schedules and follow up, accounting and the receiving process. Inventory control Shrinkage. Training and development of associates based on guidelines, goals and company expectations.

**WALMART, INC. - OCALA, FLORIDA**

**2005-2007**

**ASSISTANT STORE MANAGER**

Managed store operations with annual sales of over \$90 M and over 400 associates working schedules. Direct inter departmental and floor merchandising supervision, cash office and receiving area. Successfully customer service oriented. Monitoring sales goals and marketing strategies. Active role of vendor reports analysis and staff training. Ensure compliance with company policies and procedures.

**DIVERSEYCOM GROUP CORP.-SAN JUAN, PR**

**2001-2005**

**DISTRICT AND GENERAL MANAGER**

Promoted to manage and direct business planning and company operations. Full accountability for P&L reports performance, strategic planning and implementation of marketing and advertising initiatives. Supervise management team, purchasing, logistic and inventory control strategies and supplier negotiations. Sales and merchandise trainer, development, administration, agreements and in-store events. Successfully on customer service needs and goals seeker training.

**MATOSANTOS COMMERCIAL CORP. - SAN JUAN, PR**

**1998-2001**

**KEY ACCOUNT MANAGER, RETAIL DIVISION**

Managed and development of marketing and sales area with over \$70M annual and direct supervision on 33 merchandisers team, including service schedule platform. Performed on research, forecast reports and product presentations to helped on management decision making process. Developed sales incentive program, inventory level analysis and achieve contract negotiations with to meet company goals.

**AT&T-CENTENIAL DE PUERTO RICO/CELULAR ONE/CINGULAR WIRELESS, - SAN JUAN, PR 1990-1998**  
**CORPORATE ACCOUNT MANAGER/TELECOMMUNICATION CONSULTANT/TEAM MANAGER**

Managed, coordinated and designed sales & marketing strategies. Supervision on 60 sales associates on sales corporate account teams. Consulting, research and developed of telecommunication industry strategies. Launch of sales and concessionaries stores countrywide. Also, work in the accounting department, purchases, assets protection systems and Inventory Control Manager. Honor with THE CENTENIAL PRESIDENT CLUB AWARD.

## **EDUCATION**

**AMERICAN UNIVERSITY – PUERTO RICO**  
**BACHELOR BUSINESS ADMINISTRATION**  
**MANAGEMENT**  
**GPA- 3.90**

**UNIVERSITY OF PUERTO RICO**  
**ASSOCIATE BUSINESS ADMINISTRATION**  
**BANK, FINANCE & INSURANCE**  
**GPA- 3.00**

## **SKILLS**

**PROBLEM SOLVING, ADAPTABILITY, STRONG WORK ETHIC, TEAM WORKER, TIME MANAGEMENT, CRITICAL THINKING, COLLABORATION**

**REFERENCES UPON REQUESTED**