

Alejandro Graham

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SUMMARY

Retail sales leader with six years of experience in destination style customer environments, including more than two years managing store teams and over four years supporting telecommunications and wireless customers. Builds accountable sales cultures through daily coaching, structured onboarding, product education, schedule management, and practical performance feedback. Leads staffing, inventory, cash controls, merchandising standards, loss awareness, customer escalations, and changing promotional priorities across high traffic operations. Uses **sales trends**, traffic patterns, qualitative judgment, and frontline observations to identify risks and guide focused action. Combines telecommunications **product knowledge** with confident use of mobile devices, video platforms, computers, and retail software. Partners effectively with associates and leadership through **active listening**, clear presentations, **employee development**, and organized execution.

EXPERIENCE

Store Manager

July 2024 - Present

Hudson Peak Wireless

Albany, NY

Leads destination style wireless store operations, team performance, **customer care**, staffing, inventory, cash controls, and daily sales execution. Provides coaching and development while translating store trends into practical priorities for associates and leadership.

- Led daily wireless sales execution, **staffing** decisions, inventory controls, and customer escalations across destination style operations.
- Coached associates through observed demonstrations, improving discovery, **retention**, upgrade, and service explanation behaviors.
- Reviewed **sales** results, traffic patterns, inventory movement, and customer issues to guide focused daily priorities.
- Managed schedules, **onboarding**, and employee development across seven day coverage, holidays, training, and planned absences.
- Resolved escalated concerns through active listening, account review, and solution based wireless recommendations.
- Enforced cash handling, **inventory**, appearance, and operating procedures while monitoring discrepancies and floor conditions.

Assistant Store Manager

April 2022 - June 2024

Capital Mobile Group

Schenectady, NY

Supported high traffic **telecommunications** store execution through floor leadership, associate development, **customer retention**, inventory accuracy, cash controls, and communication of sales trends. Helped teams adapt during promotions, software updates, and process changes.

- Coordinated floor coverage across customer intake, device consultations, service changes, and transaction completion.
- Delivered onboarding and product refreshers covering devices, features, **pricing**, **promotions**, and competitive positioning.
- Used store reports and spreadsheet tracking to surface sales trends, conversion concerns, and inventory risks.
- Presented concise findings and proposed actions to store **leadership** after reviewing frontline performance patterns.
- Supported retention through complex service conversations, account clarification, and consultative **coaching** after escalations.
- Maintained inventory counts and cash routines during opening and closing activities, researching exceptions before handoff.

Senior Sales Consultant

October 2020 - March 2022

Metroline Electronics

Troy, NY

Served customers in a destination style electronics and connectivity environment while supporting **product education**, mobile setup, demonstrations, transaction accuracy, merchandising, and frontline insight sharing. Became a trusted resource for associates and supervisors.

- Guided customers through device discovery, **wireless** features, accessories, and service options during high traffic periods.
- Managed simultaneous consultations, active transactions, and follow up needs while preserving documentation quality.
- Supported mobile setup, video demonstrations, point of sale software, and common service questions for associates.
- Used **active listening** and comparative **product knowledge** to address concerns and identify relevant upgrades.
- Supported cycle counts, product staging, **merchandising** upkeep, and transaction controls across assigned floor areas.
- Shared customer objections and competitor observations with management for **coaching** and local sales planning.

Sales Associate

October 2019 - September 2020

Pine Ridge Home & Mobile

Clifton Park, NY

Delivered consultative sales and **customer service** in a **destination style retail** setting featuring consumer electronics, mobile products, and connected home merchandise. Built dependable habits in demonstrations, transactions, merchandising, promotions, and holiday coverage.

- Delivered consultative **sales** for consumer electronics, mobile products, and connected home merchandise.
- Used structured discovery and demonstrations to match customer needs with appropriate product features.
- Maintained organized displays and replenished merchandise areas before high traffic selling periods.
- Processed transactions through retail software while following cash control and documentation procedures.
- Reviewed promotion and product updates before shifts, confirming unclear details with experienced team members.
- Supported store opening, closing, and holiday coverage while strengthening **prioritization** and **multitasking** habits.

PROJECTS

Wireless Sales Coaching Program 2025

A useful coaching conversation often starts on the sales floor. Created observation based coaching routines for discovery, retention, upgrades, and service explanations, giving associates practical feedback they could apply during daily customer interactions.

Retail Promotion Change Playbook 2024

Promotion changes can unsettle a busy store. Organized concise reference guidance and demonstration steps for pricing, features, competitive positioning, and software workflow updates, helping associates explain new offers with greater confidence.

LEADERSHIP & AWARDS

- Retail Sales Mentor, Hudson Peak Wireless, 2025 to Present
- New Manager Peer Coach, Hudson Peak Wireless, 2026 to Present
- Trusted floor resource for mobile setup, product demonstrations, and service questions at Metroline Electronics

EDUCATION

Bachelor of Science in Business Administration

2019

SUNY Polytechnic Institute GPA: 3.5

Albany, NY

Coursework: Retail management, Marketing, Operations management, Organizational behavior

CERTIFICATIONS

- Retail Management Certificate 2025
- Telecommunications Sales Training Certificate 2024

TECHNICAL SKILLS

- **Retail Operations:** Staffing, Scheduling, Store execution
- **Telecommunications:** Wireless services, Service features, Connectivity options
- **Sales Performance:** Sales trends, Conversion review, Competitive positioning
- **Customer Care:** Active listening, Escalation handling, Customer retention
- **Team Development:** Onboarding, Product education, Performance feedback
- **Inventory Controls:** Inventory counts, Stock movement, Cycle counts
- **Cash Controls:** Cash handling, Opening procedures, Closing procedures
- **Merchandising:** Store presentation, Product staging, Display upkeep
- **Retail Technology:** Mobile devices, Retail software, Point of sale software
- **Communication Tools:** Video platforms, Computers, Spreadsheet tracking
- **Sales Methods:** Consultative selling, Product demonstrations, Service explanations
- **Management Practices:** Qualitative judgment, Prioritization, Multitasking

SKILLS

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|----------------------------|----------------------|------------------------|------------------------|
| • Retail store management | • Sales leadership | • Coaching | • Change management |
| • Telecommunications | • Customer service | • Onboarding | • Inventory management |
| • Wireless sales | • Customer retention | • Employee development | • Cash management |
| • Destination style retail | • Escalations | • Sales training | |

PROFESSIONAL AFFILIATIONS

- Hudson Peak Wireless Retail Sales Mentor
- Hudson Peak Wireless New Manager Peer Coach
- Telecommunications retail and customer service professional network

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST