

Jett Wheeler

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SUMMARY

Senior **wireless retail sales** leader with six years of progressive experience guiding store teams, developing frontline talent, and delivering strong sales and customer outcomes in fast paced environments. Leads recruiting, interviewing, onboarding, coaching, scheduling, **labor controls**, **inventory compliance**, **loss prevention**, escalation resolution, and consultative selling. Uses daily sales, retention, quality, and service metrics to set practical coaching priorities and strengthen accountability. Develops assistant managers through feedback, delegated ownership, and performance conversations. Supports wireless promotions, complete solution selling, store traffic initiatives, new sales tools, pilots, merchandising, and peer practice sharing. Combines customer focused judgment with operational ownership, clear communication, staffing readiness, and disciplined execution during evenings, weekends, holidays, and peak periods.

EXPERIENCE

Senior General Manager, Wireless Retail Operations

June 2024 - Present

Northstar Wireless Group

Strongsville, OH

Directs wireless sales, service, staffing, inventory, scheduling, training, and daily controls for a twelve person store team. Leads hiring, coaching, assistant manager development, customer resolution, promotion execution, and operational readiness.

- Directed wireless sales, service, **staffing**, **inventory**, scheduling, and daily controls for a twelve person store team.
- Converted daily sales, **retention**, **quality**, and service scorecards into focused coaching plans for frontline associates.
- Recruited candidates, coordinated interviews and onboarding, and maintained coverage during holidays and promotional traffic.
- Developed an Assistant General Manager through feedback, delegated assignments, and structured performance conversations.
- Resolved device, promotion, account, and **service** escalations by identifying complete customer solutions.
- Introduced selling tools and **promotions** through demonstrations, role practice, and floor observation.

General Manager, Wireless Store Leadership

January 2023 - May 2024

Lakefront Mobile Solutions

Parma, OH

Managed a high volume wireless store with ownership of revenue, customer experience, labor planning, inventory, loss prevention, staffing, outreach, and peer practice sharing.

- Managed revenue goals, **customer experience**, labor planning, inventory, and **loss prevention** for a high volume store.
- Set weekly selling priorities from daily trends and coached discovery, presentation, retention, and solution selling.
- Evaluated monthly performance and documented development actions that strengthened accountability across store associates.
- Adjusted schedules for launches, **holidays**, and demand changes while maintaining practical labor coverage.
- Created customer outreach and follow up routines that generated additional store visits.
- Shared coaching and merchandising practices with nearby leaders and supported district sales process **pilots**.

Assistant General Manager, Wireless Sales Support

July 2021 - December 2022

Blue Ridge Cellular

Cleveland, OH

Supported sales floor leadership, **customer experience**, training, inventory controls, merchandising, loss prevention, escalation handling, and increasing ownership of store execution.

- Reinforced customer discovery, product knowledge, promotional accuracy, and service consistency on sales floors.
- Coached associates during live interactions and transaction reviews, emphasizing needs assessment and expectation setting.
- Tracked training completion and results, escalating recurring gaps with specific observations and recommended actions.
- Maintained **inventory** counts, receiving controls, merchandising readiness, and **loss prevention** routines.
- Addressed promotion, device setup, and account escalations using policy knowledge and customer focused judgment.
- Owned opening, closing, schedule adjustments, team huddles, and daily store execution.

Wireless Sales Associate, Customer Solutions

October 2020 - June 2021

MetroConnect Retail

Lakewood, OH

Guided customers through wireless devices, services, accessories, promotions, and retention choices while supporting accurate transactions, inventory procedures, merchandising, and peak period readiness.

- Guided customers through device, service, accessory, and promotion choices using structured discovery.
- Tracked daily goals and adjusted demonstrations and follow up around conversion and retention opportunities.
- Maintained accurate transaction documentation and supported controlled **inventory** procedures.
- Earned repeat customer requests by explaining promotions and service choices clearly.
- Supported merchandising changes and promotional launches by updating displays and reviewing offer details.
- Reinforced routines for newer associates while maintaining availability during peak periods.

PROJECTS

Store Traffic and Customer Retention Program 📅 2024

Built outreach and follow up routines around existing customers, seasonal promotions, and retention conversations. The program supported additional store visits and more consistent customer engagement.

Assistant Manager Development Track 📅 2025

Structured delegated assignments, feedback conversations, and floor observation into a practical development path. The work prepared an assistant manager for broader store leadership responsibilities.

LEADERSHIP & AWARDS

- Peer Mentor, Regional Retail Leadership Development Cohort, 2025 to Present
- Volunteer Team Lead, Greater Cleveland Community Food Distribution Events, 2023 to Present
- Retail Leadership and Coaching Certificate recipient, Cleveland State University Continuing Education, 2024

EDUCATION

High School Diploma

2020

Strongsville High School GPA: 4.0

Strongsville, OH

Coursework: Business communication, mathematics, customer service, leadership

CERTIFICATIONS

- Retail Leadership and Coaching Certificate 📅 2024
- Customer Service Excellence Certificate 📅 2022

TECHNICAL SKILLS

- **Wireless Sales Platforms:** Mobile devices, wireless plans, accessory sales
- **Sales Management:** Sales metrics, scorecards, goal setting
- **Customer Experience:** Customer service, retention, escalation resolution
- **Talent Acquisition:** Recruiting, interviewing, onboarding
- **Coaching Systems:** Performance coaching, feedback, role practice
- **Scheduling Operations:** Staff scheduling, labor controls, coverage planning
- **Inventory Operations:** Inventory counts, receiving controls, inventory compliance
- **Loss Prevention:** Loss prevention, transaction controls, policy compliance
- **Retail Marketing:** Promotional execution, store traffic, customer outreach
- **Merchandising:** Product presentation, display updates, promotional launches
- **Leadership Development:** Assistant manager mentoring, team development, succession planning

SKILLS

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|-------------------------|--------------------------|-------------------------|-------------------------|
| • Wireless retail sales | • Coaching | • Escalation resolution | • Loss prevention |
| • Store leadership | • Performance management | • Scheduling | • Sales metrics |
| • Recruiting | • Consultative selling | • Labor controls | • Promotional execution |
| • Interviewing | • Customer retention | • Inventory compliance | |

PROFESSIONAL AFFILIATIONS

- Regional Retail Leadership Development Cohort, Peer Mentor, 2025 to Present
- Greater Cleveland Community Food Distribution Events, Volunteer Team Lead, 2023 to Present

LANGUAGES

- English (Native)
- Spanish (Beginner)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST