

CAMILA ROJAS

Store Manager

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SUMMARY

Retail store manager with 7 years running high-volume stores, currently a flagship turning over A\$8.4M a year with 34 staff. Holds the store in the top three of 62 nationally for customer satisfaction, and has taken team turnover from 68% to 29%.

EXPERIENCE

Store Manager

Brightside Outdoor Co.

04.2022 – Present

- Run a flagship store turning over A\$8.4M a year with 34 staff across seven days of trade.
- Delivered 106% of sales plan in FY25 and grew average transaction value 9% through a structured add-on conversation at the counter.
- Cut team turnover from 68% to 29% in two years with a rewritten induction, a shift-preference system and monthly one-to-ones.
- Hold a top-three national ranking for customer satisfaction across 62 stores, measured by post-purchase survey.
- Control the wage-to-sales ratio at 11.4% against a 12.5% target, rostering to traffic patterns rather than habit.
- Run stocktake and loss prevention; shrinkage held at 0.6%, below the 1.1% group average.

Assistant Store Manager

Harbour Lane Retail

02.2019 – 03.2022

- Supported a A\$5.1M store, running the floor for 20 staff and acting manager for eight months of parental cover.
- Led the visual merchandising resets each season, lifting promoted-line sell-through 14%.
- Trained 11 new starters and built the till-and-returns cheat sheet still in use.

Retail Sales Assistant

Harbour Lane Retail

01.2018 – 01.2019

Served customers on a high-traffic floor, consistently exceeding personal add-on targets.

EDUCATION

Diploma of Business (Retail Management)

RMIT University

02.2016 – 11.2017

SKILLS

Store P&L and sales planning • Team leadership (34 staff) • Rostering & wage control • Customer service standards • Visual merchandising • Inventory & stocktake • Loss prevention • Recruitment & onboarding • Performance management • KPI reporting

LANGUAGES

English (Fluent), Spanish (Native)

CERTIFICATIONS

Responsible Service of Alcohol (RSA) — Victoria, VCGLR (06.2021)

First Aid & CPR (HLTAID011), St John Ambulance Australia (08.2024)