

Brett Ludwig

Newport Beach, CA

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Authorized to work in the US for any employer

Work Experience

Luxury Sales Consultant

John Varvatos Enterprises - Beverly Hills, CA

- Provided excellent fashion knowledge and customer service to create a celebrity and executive clientele
- Worked with studio wardrobe department for TV shows, movies, award shows, and concerts
- Ability to seek and fulfill a clients desires
- Assist management in everyday duties
- Excelled at daily, weekly, and monthly sales goals
- Active in community to create clientele through events
- Product knowledge is key

Sales Manager

Volcom - Costa Mesa, CA

- Grew from within around companies headquarters to eventually managing a skilled sales team
- Developed product knowledge with over 10 years of Volcom family experience
- Quantitatively met all sales goals as well as KPI's to create a strong sales force

Store/ E-Commerce Manager

Revolution Bike - Charlevoix, MI

- Grew luxury business from the ground up with excellent sales skills and product knowledge
- Strategic in house marketing as well as in the community
- Hired a skilled and reliable team
- Was in charge of merchandise buying and accounting
- Traveled for trade shows and events
- Online and in store merchandising
- Luxury bicycle mechanic

Store Manager

Active Ride Shop - Costa Mesa, CA

- Met and exceeded sales goals
- Hired and trained sales staff
- Held marketing demonstrations in the community to drive sales performance
- P&L performance tracking
- Buying and scheduling

Lead Bartender

Bridge Street Taproom

Lead Bartender

The Cantina

Assistant Manager

Rip Curl - San Clemente, CA

- Recruiting, training, supervising and appraising staff
- Managing budgets
- Maintaining statistical and financial records
- Dealing with customer queries and complaints
- Overseeing pricing and stock control
- Maximizing profitability and setting/meeting sales targets, including motivating staff to do so
- Ensuring compliance with health and safety legislation
- Preparing promotional materials and displays
- Liaising with head office.

Store Manager

The Ride/Ellsworth Bicycles - Newport Beach, CA

- Luxury mountain bikes/electric bikes
- Manage the social media platform
- Website production
- Digital marketing
- Photography/Videography
- Inside sales/Outside sales
- Logistics

Education

High school diploma in Business

Charlevoix High School - Charlevoix, MI

May 2011

Skills

- QuickBooks
- Salesforce
- Inside sales
- Direct sales
- Fashion retail
- Retail management
- Fashion design
- E-Commerce
- Sales Management
- Outside Sales
- Profit & Loss
- Management

- Serving (5 years)
- Filming
- Store Management Experience
- Digital Marketing
- Branding
- Team Management

Certifications and Licenses

AED

CPR

ServSafe Alcohol