




Nancy Vega

Operations Management and Marketing Lead

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PROFESSIONAL SUMMARY

Sales-driven operations leader with 8+ years of hands-on experience in commission-based environments, multi-unit retail, vendor negotiations, staffing, marketing, and data-driven inventory control. Adept at designing and implementing systems that directly tie into performance outcomes, customer acquisition, and revenue growth. Known for leading teams and holding full ownership of operations, strategy, and sales execution across fast-paced, regulated markets.

EXPERIENCE

- 01/2025 – 08/2025 **General Manager**, State-Regulated Retail California
- Held full accountability for launching and operating a regulated retail store from the ground up.
 - Established core workflows, SOPs, staffing plans, and compliance systems.
 - Created and coordinated marketing campaigns based on industry trends.
 - Implemented sales strategies to ensure reaching sales goals daily, weekly, and monthly.
 - Brought over 50+ vendor relationships, negotiated pricing, and ensured product selection supported revenue goals.
 - Designed and implemented onboarding, training, and staff development systems aligned with sales expectations.
 - Led customer acquisition and marketing efforts using data to drive promotional campaigns and increase foot traffic.
 - Oversaw all store functions including sales tracking, P&L, Metric compliance, inventory, and reporting.
- 10/2022 – 01/2025 **Operations Supervisor**, South LA - Regulated Retail
- Directed day-to-day execution of store operations in a high-volume location with a focus on compliance, sales, and customer retention
 - Served as lead purchaser and pricing strategist; improved margins by optimizing product mix for consumer demand.
 - Developed and enforced SOPs across sales, HR, inventory, and customer service to maintain operational efficiency.
 - Led recruitment, onboarding, and performance coaching to strengthen team output and customer engagement.
 - Implemented inventory controls and shrink mitigation strategies, reducing losses to under 5%.
 - Drove sales through targeted promotions, sales tracking, and team accountability metrics.

2019 – 2022
California

Operations Officer (Promoted from Administrative Assistant), Doing It Right Corp

- Held full responsibility for daily operations and client delivery in a startup-stage company, often operating independently across staffing, sales, compliance, and backend systems.
- Actively sourced and secured new clients by conducting direct outreach, pitching services, and creating customized service packages to meet client needs in production, staffing, and compliance support.
- Managed 3- client accounts at a time; served as their main point of contact for workforce coordination, issue resolution, and progress reporting.
- Built foundational systems from scratch: created and implemented SOPS for HR, payroll, compliance, production workflows, and client management.
- Drove the transition from non-compliance to full legal and regulatory alignment implemented payroll, secured workers' comp coverage, structured contracts, and personally coordinated with attorneys to review company-wide risks and documents.
- Oversaw full-service execution for 15+ client accounts over three years, adapting solutions to various industries and local operational needs.
- Personally recruited, screened, and onboarded 500+ employees across distribution, cultivation, and retail roles; developed training programs to support productivity and quality standards.
- Built and maintained all reporting tools in Excel and other platforms, including client-facing dashboards to show team metrics, performance, and cost reporting.
- Designed marketing materials and proposals for outreach and events; helped shape the company's public presence through trade shows and job fairs.

2016 – 2018
California

Sales Associate / Shift Lead, American Volley Retail

- Directed daily floor operations and delivered one-on-one client engagement.
- Designed and refined upselling strategies to increase average basket size and overall revenue.
- Took part in sales planning and assisted with new hire training.
- Maintained high standards in inventory accuracy and quality control.

2012 – 2016
Los Angeles, CA

Sales Representative Store Manager, T-Mobile / MetroPCS

- Held full responsibility for performance across 3 stores (1 T-Mobile, 2 MetroPCS) in a commission-based environment.
- Developed and executed outreach strategies and relationship-focused sales tactics to consistently meet monthly quotas.
- Directed team schedules, tracked sales and performance metrics in Excel, and managed inventory ordering and merchandising.
- Assumed ownership of product planning for phone accessories, driving upsell opportunities and increasing profitability.

2019
California

Administrative Assistant, Doing It Right Corp

- Developed workflows and payroll processes to support a newly launched production facility.
- Tracked daily outputs, waste, and performance metrics through customized reporting.
- Helped implement HR policies, onboarding protocols, and operational procedures.
- Supported all backend functions including compliance documentation and workforce records.

2018

Los Angeles, CA

Secretary / Admin Support, Delta 9 Evaluations

- Oversaw front office operations including patient intake, scheduling, and database updates.
- Maintained POS reports, financial logs, and compliance support documentation.
- Coordinated affiliate outreach and managed contributions to community-based events.

EDUCATION

School for Visual Arts & Humanities - AP Studies

Marketing & Advertising - Ongoing Private Study

CORE COMPETENCIES

- Commission-Based Sales Leadership
- Inventory Forecasting & Shrink Reduction
- Bilingual (English / Spanish)
- Retail & Operations Management
- SOP & Workflow Development
- Vendor Negotiation & Purchasing Strategy
- CRM, Excel & Performance Dashboards

TECHNICAL SKILLS

Excel / Google Sheets / Outlook

QuickBooks (Basic)

Track and Trace Systems

POS & CRM Systems

Dispatch & Inventory Management Systems

Graphic Design & Basic Web Tools