Luis Herrera

Store Manager | Assistant Store Manager

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PROFESSIONAL SUMMARY

Store manager with seven years in big-box and home improvement retail, currently running a high-volume store with 85 team members. Drives sales and service through a strong bench of department leads, controls payroll and shrink, and keeps the store audit-ready. Bilingual in English and Spanish and known for developing hourly employees into managers.

PROFESSIONAL EXPERIENCE

Store Manager *Feb 2022 — Present*

Pflugerville Home & Garden Center · Austin, TX

- Lead a store with about $28 million in annual sales and 85 team members, including five department leads and two assistant managers.
- Grew sales about 6% over plan in the last full year by staffing contractor service hours earlier and running weekly pro-customer events.
- Brought store shrink back within company target by tightening receiving checks, reorganizing high-theft displays and training staff on loss prevention steps.
- Promoted six hourly associates into lead and assistant roles through a development plan with monthly check-ins and cross-training.

Assistant Store Manager *Jun 2019 — Jan 2022*

Lone Star General Merchandise · Round Rock, TX

- Managed front end, receiving and online order pickup for a store with 120 employees, scheduling crews across three shifts.
- Set up the store's curbside pickup operation within two weeks, training staff and adjusting workflows as order volume grew.
- Ran safety walks and incident reviews, keeping the store's safety audit scores among the best in the district.

EDUCATION

BBA, Management — Central Texas University *2019*

SKILLS

Technical: Store P&L, Sales planning, Payroll and labor scheduling, Shrink and loss prevention, Hiring and onboarding, Coaching department leads, Omnichannel fulfillment, Inventory accuracy, Safety programs, Vendor and service partners, Workforce management systems, Spanish (fluent)

Certifications: OSHA 10-Hour General Industry