

BRADLEY K. BAIRD

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Vice-President of Operations

High performing professional offering an abundance of skills that aid in enhancing operations and achieving organizational objectives. Possesses in-depth experience leading teams, implementing marketing campaigns, maximizing e-commerce visibility, creating advertising assets and generating revenue. A big picture thinker with the ability to visualize all scenarios and possibilities then cultivate those into strategies to enhance company visibility and maximize opportunities.

AREAS OF EXPERTISE

- Operations Management
 - Quality Customer Service
 - Inventory Management
 - Sales Generation
 - E-Commerce Portal Navigation
 - Systems Development
 - Strategic Negotiation
 - Team Leadership & Training
 - Project Management
 - Marketing & Product Planning
 - Customer Relationship Management (CRM)
 - Advertising Campaign Development
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PROFESSIONAL EXPERIENCE

VICE-PRESIDENT OF OPERATIONS

Kaleen Rugs, Inc., Dalton, GA

2014 to Present

Serves as the spearhead for all operational aspects to ensure quality customer service, efficient claims and returns and exceptional inventory management. Delivers superior after-sales service to secure satisfaction and retention of both e-commerce and brick and mortar clientele. Introduces process improvement initiatives to enhance inventory replenishment through strict supply chain management. Streamlines all special projects ensuring timely and quality completion for all new product launch and custom fabrication programs.

- Championed a 50% increase in warehouse receiving procedures resulting in improved turn-around for receiving and shipping processes
- Boosted the order fill rate average from 78% to 92% and achieved a 98% order turn ratio within 48 hours for traditional brick and mortar clients and a 99% order turn ratio within 24 hours for e-commerce clientele
- Optimized operations by introducing an innovative warehouse management system (WMS) to improve monitoring of all components of the inventory pipeline and improve visibility of the supply chain.
- Created and implemented new broadloom, broadloom sampling and custom fabrication departments to maximize evolving business opportunities
- Tactfully negotiated with small parcel and LTL carriers to reduce shipping costs, fees and penalties
- Minimized the rate of returns by collaborating with over-seas manufacturers to properly identify defects and insufficient packaging issues

VICE-PRESIDENT OF SALES & MARKETING\DIRECTOR OF MARKETING

Lee-Smith, Inc., Chattanooga, TN

2008 to 2013

Operated as the general manager of the leasing and rental operations, third-party logistics company and commercial vehicle sales department. Demonstrated exceptional leadership by supervising 9 sales associates, 6 department heads and 20 commercial OTR drivers.

Continued.

- Enhanced brand visibility by utilizing independent sales data to steer marketing and sales strategy development for multimedia and social media platforms
- Increased media exposure by 25% without any impact to overall expenditures by expertly handling monthly budgets to maximize advertising opportunities
- Increased sales margins over 75% by implementing innovative bonus and commission programs
- Capitalized sales opportunities across multiple departments to generate revenue by implementing a customer relationship management (CRM) database to foster communication
- Drove the evolution and implementation of new software tools to enhance operational efficiency of third-party logistic drivers
- Decreased production expenditures by designing both print and multi-media sales literature in-house utilizing Adobe Photoshop, Illustrator and InDesign software

*Additional Experience: **Director of Operational Planning \ Marketing Coordinator**, Oriental Weavers USA, Inc., Dalton, Georgia | **Marketing Coordinator**, Brintons U.S. Axminster, Inc., Greenville, Mississippi*

EDUCATION

Bachelor of Business Administration in Marketing, *Magna Cum Laude*

Mississippi State University, Starkville, Mississippi

TECHNICAL SKILLS

Adobe Photoshop, Illustrator and InDesign Software