

January 7, 2020

Re: E-Commerce Catalog Manager

To: Whom It May Concern:

When I read your job posting for the E-Commerce Catalog Manager position posted on the Indeed website, I couldn't help but notice how well your requirements seem to be an ideal match to my experience, education, skills and background.

I recently sold my company that specialized in running and operating hospitality/food franchises to establish a more work/life balance due to a family tragedy. Before this, I worked at Hewlett-Packard for 10 years. In my various roles at Hewlett-Packard, I ran an E-Commerce intranet site/application that fed catalogs to our extranet HP.com solution that was specific to our corporate customers. I was responsible for the overall function of the application and all catalogs that were sent to our extranet solution. This started from the basic requirements gathering all the way to the final testing and going live as well as the ongoing maintenance of all E-Commerce catalogs. There were always challenges in this fast pace environment that required me to constantly think critically and solve problems.

Since my experience and expertise fit your requirements so closely, I am applying for this position and look forward to being interviewed for this position to further explore how I can contribute to the success of your organization. Please feel free to contact me at 404-353-5826 or kirkley@kirkleygroup.com.

Sincerely,

Brian Kirkley

EXECUTIVE MANAGEMENT / OPERATIONS MANAGER / FINANCIAL MANAGEMENT

Executive Leadership / Business Planning / Facilities Management / IT Management / HR Management / Product Demonstrations / Cost Control / Loss Prevention / Content Management / Operational Analysis / Marketing & Communication / Security Management / Develop Business Solutions / Quality Control / Leadership of Teams / Global Strategy / Forecasting

Key Skills: An Amiable-Driver professional who develops and manages operational processes. Evaluates and establishes operational and process improvements to improve operational effectiveness, control costs, builds strategic relationships and maximize profits. Utilizes flexibility and organizational skills to respond positively to pressure and challenges that present opportunities to demonstrate sound business judgment skills. Interprets and communicates effectively to both senior level management and the business community. A strong leader who possesses the ability to analyze issues and develop solutions, prioritize and manage workloads, take independent action and easily adapt to change

MBA – Operations Management, Kennesaw State University **BBA – Finance**, Georgia State University

CAREER SUMMARY

Managing Member, The Kirkley Group, LLC, 2006-2019. Worked as an innovative leader generating operational efficiency by driving people and processes to build a solid company in delivering a superior product to its customers.

- **Successfully built and lead 12 restaurants**
- **Drove astronomical franchise store growth, something rarely approved by franchisors**
- **Planned tactical grand openings with one store achieving the highest grand opening sales volume in the south**
- **Continued to drive sales by high level executive marketing**
- **Built a company that started with 1 employee to over 150**
- **Lead regional managers in implementing corporate processes and sales growth**
- **Continued to build on operational processes**
- **Handled all inventory management**
- **Handled all Security, IT responsibilities and government reporting**
- **Handled all Financial, Bookkeeping and HR responsibilities, Data Entry and reporting thru Quickbooks online**
- **Created, updated and managed reporting with Excel and Microsoft Office**
- **Responsible for all procurement duties, working with vendors to build, supply and deliver food and equipment**
- **Worked with local schools and churches to build brand awareness and drive community initiatives**

Senior Business Program Manager, Hewlett-Packard, 1998-2006. Duties included IT/business program management for an internal eCommerce content management application that publishes content in customized catalogs for HP's Corporate and Large Business eCommerce Accounts. Main objective was to provide the linkage between the Business Centers and IT in relation to visionary processes to strengthen applications and processes. This included leading and working on global teams to define processes & improvements for infrastructure of applications on a worldwide basis. This also involved leading the worldwide team on this content management application to provide data for the extranet solution that is customer specific, language specific, price specific and overall is key to driving orders and dollars for the Americas Corporate Business which involves working closely with Executive management in driving requirements end to end from business needs, optimizing revenue flow, revenue growth, business growth and overall efficiently for our Corporate and Large Business Accounts/Partners. Duties also included putting together worldwide teams for the maintenance of the applications, SDLC, written evaluations of the applications and QA/UAT testing of all new releases/versions. Duties included constant involvement with upper management in the control of data through downstream systems. Responsible for taking initiative in championing new processes and/or operational objectives, process improvements and services to better strengthen our business environment. Provided monthly metrics to both the IT and Business teams on the application that include how SLA's are met, Turn around Time of issues, and e2e of content delivery to our customers from the deal to the actual extranet site.

- **Successfully trained, led, and managed teams on 3 different continents**
- **Planned tactical content GUI displays in conjunction with corporate initiatives and regional business plans**
- **Led team in my organization that developed integration plans as part of the largest high tech merger in history**
- **Led an application that publishes catalogs to extranet solutions that started with 5 customers and 10k in orders to over 500 customers and 100 million in orders**
- **Increased resolution of tickets logged at first level support by 300% thus reducing cost at L3 and L4 and improving e2e TAT of content data in order to facilitate customer orders and increase revenue.**
- **Developed processes to improve TAT by 75% on issues by meeting business SLA's.**
- **Successfully led 8 major releases of the content application and met all target dates**

Business Systems Analyst IV, Hewlett-Packard, 1996-1998. Duties included managing an internal order management application. This included all aspects of an application from managing support, design, discovery, coding, release and stability phases. Provided data involving statistical information to management. Duties included providing charts on a daily, weekly, and monthly basis to management for analysis. Created data to support the creation of new and improved processes and programs focused on improving and strengthening customer satisfaction. Duties also included support for high-end accounts in making sure accounts were actively maintained by our field engineers and sales staff. Successfully led moving HP's Business Centers from an internal legacy order fulfillment environment to an SAP order fulfillment environment

Accounting Assistant, The Vinings Group, 1993-1996. Duties included preparing monthly financial statements for 20 different properties, data entry, excel management and creation, managed department expenses to targets, responsible for process improvements and championing new technologies, reconciling bank statements, balancing cash-flow, preparing and entering journal entries, maintaining payroll transcripts, balancing various ledger and sub-ledger accounts, preparing and analyzing budgets monthly and generating end of month journal entries.