

# Leanne Ritchie

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## SUMMARY

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A goal-oriented, progressive retail operations manager with profit and loss responsibility and broad ranging expertise in interior design, sales and marketing, product management, brand positioning, pricing, purchasing, merchandising, promotions, and construction project management. Reduces fixed and variable costs by measuring results against detailed performance metrics. Consistently focuses on the customer to meet needs and improve processes. Builds strong partnerships with key industry figures, driving enterprise wide success and revenue growth.

A patient, disciplined communicator who takes time to understand individual opinions before implementing broader changes. With strong attention to detail, enhances the organization and efficiency of staff while maintaining perspective for larger goals. Motivates employees by introducing greater accountability and establishing challenging targets. With an energetic and adaptable approach to problem solving, integrates creative and lasting solutions. Gains the trust and respect of co-workers by continually achieving objectives and capturing opportunities.

## EXPERIENCE

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MCGARVEY DEVELOPMENT, Fort Myers, Florida

**Senior Interior Designer**, 2007-2008

Created inviting lifestyle interiors to enhance Architectural details and merchandise Model Homes for Custom Home Division. Executed interior design, including interior/exterior construction selections, space planning, color scheme development, decorative interior finishes, furnishings, design of custom window treatments, bedding and accessories. Managed design assistant performance and job responsibilities.

MERITAGE HOMES, Fort Myers, Florida

**Division Director, Design Studio**, 2006-2007

Created customer centric organization focused on internal/external customers. Managed design studio as profit center and merchandised as a retail environment. Resolved buyer issues and determined needs at divisional levels. Developed environment to encourage customers to browse studio options. Implemented studio procedures to reduce cycle time of option selections. Improved and developed studio processes for maximum operating potential. Coordinated work flow and change order processes for internal departments after close of sales.

Oversaw special projects as well as interior design of model homes, sales offices, and clubhouses. Improved floor plans as well as collateral/specification matrices. Managed support personnel. Created and evaluated personnel sales goals. Processed and submitted monthly/quarterly staffing bonus compensation forms. Analyzed sales statistics to determine gaps in product offerings. Established and expanded option offerings to maximize design studio profit. Developed and implemented product knowledge training for customer service, sales and design studio staff. Created marketing strategies to promote design studio to customers.

KB HOME, Fort Myers, Florida

**Studio Manager/Purchasing Agent**, 2005-2006

Developed exciting retail environment with energized staff focused on maximizing sales and providing excellent customer service. Implemented and achieved studio business plan. Partnered with purchasing, sales and mortgage departments to solidify and maximize customer satisfaction with buying process.

Collaborated with options manager to ensure display of available options to customers, composing browse sheets to demonstrate accurate and competitive pricing. Initiated program for sales to increase browsing traffic and establish expectations for studio processes. Managed phone survey process, reviewing surveys, responding to issues, and discussing results with consultants. Utilized opportunity logs to increase J.D. Powers Customer Satisfaction and continuously improve processes.

- *Promotional Programs*: Implemented marketing and merchandising programs. Achieved Variable Contribution goals of 45% while holding complete profit and loss responsibility.
- *Retail Strategy*: Approved studio costs/evaluated option pricing based on performance, implementing pricing changes. Directed weekly sales and frequency reports, analyzing product mixes to increase sales ensuring and forecasting representation of popular home decorating schemes.

- *Staffing/Training:* Built professional, passionate, and customer oriented staff. Onboarded new studio staff with comprehensive training program and milestones. Trained sales, production, and customer service personnel in studio processes and products. Prepared year end employee evaluations.
- *Organizational Development:* Worked closely with division management to implement business and strategic plans. Monitored exception reports for studio finals and price changes. Coordinated new community process, placing studio expert in each community.
- *Product Direction:* Scheduled repairs and maintenance of products. Utilized trade partners and vendors to integrate comprehensive product training. Worked closely with buyer surveys and management teams to determine product offerings. Built vendor and trade partnerships.

As purchasing agent, identified difficulties with plans and procedures, proposing recommendations to enhance operations. Collaborated on corrections to options contract pricing. Increased vendor base by 30% within three months. Built and encouraged strong relationships with new and existing vendors.

INTERIORS BY LEANNE RITCHIE, Fort Myers, Florida

**Owner, 2003-2005**

Directed operations for independent design business. Obtained referral business from several local realtors, previous customers, and construction firms. Provided broad range of interior design services, from decorating single rooms to home remodeling and complete services for new home construction and commercial projects.

GEORGE PARKER, INC., Fort Myers, Florida

**Project Manager, 2001-2003**

Developed scope of work and product specification for new project bids. Distributed bid packages. Analyzed subcontractor proposals. Built new subcontractor relationships. Researched and provided healthy home and green building alternatives. Provided interior design services. Recorded and obtained pricing for selections, generating change orders. Established time line for obtaining finish selections to maintain targeted project completion date.

Created computerized selection forms for record keeping and owner manuals. Reviewed specifications for compatibility. Performed site visits for quality control of installations. Designed custom-built products, including cabinetry, niches, and fireplaces. Established strong working relationships between architects, builders, subcontractors, interior designers, and homeowners during construction process. Implemented sample and catalog library.

ROBB AND STUCKY FURNITURE, Fort Myers, Florida

**Interior Designer, 2000-2001**

Oversaw interior design, retail sales, and model merchandising. Planned and presented educational seminars to public. Secured contract for six model homes at Sun City, WCI Communities through independent marketing. Gained experience in resort refurbishment.

FREESTYLE INTERIORS AND DESIGN, Bonita Springs, Florida

**Interior Designer, 1992-2000**

Executed interior design, including interior/exterior construction selections, space planning, color scheme development, decorative interior finishes, furnishings, and accessories. Provided commercial and custom home interior design and model merchandising. Selected and purchased furnishings as well as fabric samples and wallpaper books, building sample library. Created and maintained showroom visual displays.

## **ADDITIONAL EXPERIENCE**

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ROBB AND STUCKY FURNITURE, Fort Myers, Florida, **Interior Designer**, 1984-1992.

## **CERTIFICATIONS**

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AS400 • J.D. Edwards • Structured Selling • Excel I and II

## **LICENSURE**

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Florida State Interior Designer, ID #00004479