





YIANNIS ALEXANDER

ASSISTANT SALES MANAGER

CONTACT

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San Diego, CA 
[LinkedIn](#) 

EDUCATION

Diploma
Rancho Bernardo High
School
2017 - 2021
Paseo Lucido, CA

SKILLS

Customer service and
Retention
Creative Problem Solving
Finance
Market Research
Multilingual

CERTIFICATIONS

Wilderness Emergency
Medical Responder
Certified Sales Manager
Certified Outdoor Educator

HOBBIES & INTERESTS

*Triple Crown (AT, PCT, CDT)
Thru Hiker
Cal Mountain Rescue Team
Volunteer*

CAREER OBJECTIVE

Skilled outdoors person seeking entry-level assistant sales manager position, where my outdoor experiences and gear knowledge would enable the acquisition of cutting-edge gear that would make Go Outward stand out as the premiere one-stop-shop for adventurous San Diegans.

WORK EXPERIENCE

Assistant Sales Manager

REI

2021 - current / San Diego, CA

- Cultivated relationships with shoppers, provided recommendations and gained excellent feedback on 98.5% of customer reviews
- Surpassed sales goal by 22%, increasing customer retention by 46% through communication with the sales team
- Resolved customer complaints by investigating issues and making recommendations to management, receiving 87 5-star reviews
- Coordinated in hosting weekend outings with small groups of 4-8 clients at a time, improving knowledge of area trail systems

PROJECTS

Happy Outdoors Adventure Camp

Camp Counselor/Gear Acquisition Lead

2015 - 2021

- Collaborated in developing an inclusive summer camp serving 230+ teens typically excluded/underserved in outdoor spaces
- Utilized wilderness education to co-teach 8+ courses on topics including Wilderness Foraging and Backpacking Nutrition 101
- Assessed and acquired \$40K+ worth of quality gear, ensuring safety and comfort for each camper

Wild Lands Traveling School

Exchange Student

Fall 2018 - Spring 2019

- Excelled in 12 outdoors courses, including Tracking, Wild Edibles and Foraging, and Gear Optimization
- Traveled to 8 countries over the school year, learning conversational Spanish, Mongolian, and Nepalese