

John Smith

Franchise Owner

Results-driven franchise owner with 5+ years of experience in the food industry, proven track record of increasing sales revenue and improving customer satisfaction. Skilled in leadership, marketing, financial analysis, and team management.

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EXPERIENCE

Franchise Owner

Jan 2018 - Present

Burger King

New York, USA

Led a team of 20 employees to achieve a 25% increase in sales revenue within the first year of operation, resulting in a \$1.5 million annual revenue. Implemented a customer satisfaction program, which improved customer retention by 30% and received positive feedback from 90% of customers.

- Recruited, trained, and managed a team of employees to achieve high levels of customer satisfaction and sales performance
- Developed and implemented marketing strategies to attract new customers and increase brand awareness, resulting in a 20% increase in sales
- Analyzed sales data and implemented strategies to optimize menu engineering, resulting in a 15% increase in average transaction value
- Maintained high levels of customer satisfaction, with a 90% positive feedback rating on customer surveys

Regional Manager

Jan 2015 - Dec 2017

McDonald's

Los Angeles, USA

Managed a team of 10 franchise owners to achieve a 15% increase in sales revenue, resulting in a \$10 million annual revenue. Developed and implemented training programs for franchise owners, resulting in a 25% increase in customer satisfaction ratings.

- Developed and implemented training programs for franchise owners to improve sales performance and customer satisfaction
- Analyzed sales data and implemented strategies to optimize menu engineering and marketing campaigns
- Managed a team of franchise owners to achieve high levels of customer satisfaction and sales performance
- Coordinated with marketing team to develop and implement regional marketing campaigns, resulting in a 20% increase in brand awareness



PROJECTS

Franchise Development Project

Jan 2020 - Jun 2020

Project Lead

Developed a comprehensive business plan to expand the franchise into new markets, resulting in a 20% increase in sales revenue. Conducted market research and analyzed data to identify new business opportunities and developed strategies to mitigate potential risks.

Market research

Financial analysis

Business planning

Customer Satisfaction Improvement Project

Jan 2019 - Jun 2019

Project Lead



SKILLS

Leadership
Marketing
Financial analysis
Customer satisfaction
Team management
Business planning



EDUCATION

Bachelor's degree in Business Administration

Jan 2010 - Dec 2014

University of California
Los Angeles, USA

Business Administration 3.5

Master's degree in Business Administration

Jan 2015 - Dec 2016

University of Southern California
Los Angeles, USA

Business Administration 3.8



LANGUAGES

English Native
Spanish Fluent



CERTIFICATES

Franchise Owner Certification

Jan 2018

Developed and implemented a customer satisfaction program, resulting in a 30% increase in customer retention. Conducted customer surveys and analyzed data to identify areas for improvement and developed strategies to improve customer satisfaction.

- Customer surveys
- Data analysis
- Customer satisfaction programs

International Franchise Association

Certified franchise owner with expertise in franchise management, marketing, and operations.

Business Planning Certification

Jan 2020

Small Business Administration

Certified business planner with expertise in business planning, financial analysis, and marketing strategy.