

Myya Beck Baum

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Professional Profile

As an accomplished entrepreneur and businesswoman, I have developed and demonstrated unique and robust skills launching, managing, and expanding businesses, building and maintaining strong customer and community relationships, and interjecting energy and excitement into each endeavor. With over 18-years of experience across six businesses, I bring an unusual depth of knowledge about recreational activities and health, the details of business operations from sales to services, financial and personnel management, merchandizing and marketing and have generated extensive customer satisfaction and loyalty as well as a strong and positive community presence.

Career Highlights

General Manager (2003-2008) – @ Pure Snowboard, Villains Vault, & Copper Mountain Ski Stores

- **Personnel Management** – Managed initial and ongoing staff hiring and training, established staffing schedules including coordination of in-shop and on-mountain staffing, oversaw implementation of procedures and provided onsite guidance and feedback, determined staff compensation, conducted performance reviews, and determined annual bonuses.
- **Financial Management** – Oversaw all financial systems (QuickBooks and Point-of-Sale) and operations, including chart of accounts, accounts receivable, accounts payable, and daily sales reconciliations. Oversaw record keeping to ensure accurate personnel reporting including hours, vacation/sick leave, pay period and cumulative compensation, bonuses, performance accomplishments and issues as well as coordinated with payroll vendors to process payroll. Worked with accountants to ensure accurate records and to complete appropriate tax filings.
- **Merchandise Management** – Oversaw all merchandise operations, including selection, purchasing, brand development, inventory tracking and ordering, seasonal and holiday merchandise design, special orders, in-store layout and display windows, advertising and promotion as well as successful resolution of customer issues and special requests.

Pure Snowboard, Waitsfield, VT (2003-2005) – General Manager

- **Responsible for all General Manager responsibilities** as described above.
- **Launched Store Opening** – Oversaw all aspects of store opening, including initial construction, space design and layout, merchandise purchasing and display, logo design, brand development and advertising and promotion.
- **Established Demo, Rental, & Tuning Center** – Established systems and processes for tracking demo equipment provided by manufacturers, as well as equipment rentals, new sales, discounted sales on used equipment, and tracked and forecasted equipment and merchandise trends. Developed procedures for equipment safety assessments, testing, tuning, and

maintenance. Established and implemented system for waivers and liability controls. Worked with vendors and attended buying shows to identify and acquire demo equipment.

- **Established After-School Youth Snowboard Program** – Started an after-school youth program of in-park and open-terrain snowboarding, including skill development, instruction on safety procedures, on-mountain courtesies, as well as equipment care and maintenance. Developed and managed end-of-season tournaments and special events.

Villains Vault, San Francisco, CA (2005-2006) – General Manager and Assistant Buyer

- **Responsible for all General Manager responsibilities** as described above.
- **Assisted in Merchandise Buying** – Worked closely with the store buyers to identify and select new and exciting brands, negotiate buyer options and costs, evaluate product quality and popularity, track sales trends and develop merchandise demand and sales projections.

Copper Mountain Ski Stores, Copper Mountain, CO (2007-2008) – General Manager

- **Responsible for all General Manager responsibilities** as described above.
- **Managed Three Ski Stores** – Oversaw all operations in multiple locations at three different Copper Mountain base stations, including merchandise and rental operations. Rental operations included establishing procedures for equipment reservations and off-street rental, equipment fitting and adjustment, returns and inspection, customer relations and satisfaction assessment, repairs, equipment maintenance, and management of waivers and liabilities.

Mobile Showrooms, New York City, NY (2008-2009) – Sales Representative

- **Represented Eight Clothing Lines** – Built strong relationships with both wholesalers and retailers, established process for maintaining contact with clients and customers, developed extensive knowledge of each clothing line, identified attractive product qualities, demonstrated value to retailers, negotiated pricing and terms, managed sales contracts and addressed customer concerns.
- **Responsible for East Coast Territory** – Traveled the east coast representing clothing lines at trade shows, designed and set-up exhibits, demonstrated product features, addressed attendee questions, followed-up with customers and negotiated and executed sales. Identified most profitable trade shows, developed and implemented promotions drawing attention to clothing lines, and provide customer feedback to wholesalers.

Black Fish Restaurant, Truro, MA (2009-2011) – General Manager

- **Opened Restaurant** – Determined and set-up restaurant layout, set-up and trained staff on Point-of-Sale system, developed templates for daily operational and financial reports, established and documented operational policies and procedures, and made ongoing adjustments to improve operations.
- **Managed 'Front of House' Operations** – Selected and trained staff, organized and supervised staff scheduling and shifts, provided staff feedback on performance and addressed problems as they arose, built positive customer relationships, addressed customer concerns and made repeat customers feel special, regularly evaluated product and service quality, made adjustments or notified kitchen staff, developed and implemented marketing, promotional and community relationship strategies, evaluated impact of promotions and analyzed factors

influencing sales (e.g., day of week, time, weather, etc.), oversaw daily sales reconciliations, and developed and analyzed weekly financial and point-of-sale reports.

Heart Core Health & Wellness Studio, Inc. (2011 to Present) – President & Owner

- **Established New Business** – Established business plan, identified and designed space and equipment requirements, oversaw construction and installation, identified and work with outsource vendors for point-of-sale and accounting functions, designed and implement point-of-sale system, identify and develop product offerings, establish pricing and packages, developed and implement operational procedures, regularly identify and review financial and point-of-sale reports for ongoing analysis of business operations.
- **Grew Business in Size and Scope** – Expanded and moved location three times in 10 years to accommodate increasing demand, grew clientele from approximately 600 clients to nearly 7,500 clients, realized 10 years of consistent year-over-year growth, and regularly evaluated class schedules and offerings to expand from just a few classes to more than 23 classes per week, and expanded demand for private training sessions from a handful to a demand that currently exceeds availability. Branded merchandize has increased, new types of merchandise have been introduced and most recently, a line of organic juices has been developed and expanded over the course of its initial year.
- **Manage All Aspects of Business Operations** – In addition to all personnel, financial and marketing management, consistently use financial and point-of-sale reports to develop new offerings, design special promotions and identify opportunities. Recruit, train and manage seasonal staff and year-round employees. Maintain positive community relations and regularly participate in community fundraisers and events. Establish and maintain a strong network of local and other business contacts. Develop and maintain extraordinary relationships with clients as well as a strong sense of community among clients, and continue to nurture relationships with potential new clients.

Education

Lasell College (2003) – B.S., Business and Merchandizing. Graduated Summa Cum Laude.