

# SERENE DESAI

RETAIL SUPERVISOR — Customer Service Excellence, Staff & Inventory Management

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## SKILLS

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- **Recruitment & Talent Management:** Supporting hiring processes, onboarding, maintaining databases.
- **HR Policy Implementation:** Proficient with compliance, documentation, enforcing company HR policies.
- **Conflict Tracking & Resolution:** Documenting employee concerns, maintaining records, supporting managers.
- **Performance Monitoring:** Updating performance appraisal records, tracking KPIs, and generating reports.
- **HR Software Tools:** Workday, SAP HR modules, Microsoft Excel, collaboration tools and reporting.

## WORK EXPERIENCE

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### Retail Associate

June 2023 – Present

*The Beer Store*

*Ontario*

- Monitored inventory audits covering 500+ SKUs weekly, identifying discrepancies, adjusting counts, and maintaining 98% accuracy across stock records to support operations using POS, ERP software, and barcode scanners.
- Resolved 150+ customer service queries monthly by analyzing transaction records, addressing operational demands, and ensuring documentation, sustaining a 96% satisfaction rate through effective use of CRM tools.
- Supervised full store operations during 40+ managerial absences, delegating tasks, coordinating workflows, and maintaining performance while achieving compliance using task management platforms, digital scheduling tools.
- Coordinated product deliveries averaging 2,000 units, overseeing restocking logistics, verifying invoices, optimizing storage allocation to achieve 100% adherence with supply schedules using inventory management software.
- Trained and evaluated 12 new recruits on store systems, inventory handling, and operational processes, improving workforce productivity metrics by 30% within 60 days using e-learning modules, and onboarding systems.
- Orchestrated communication meetings with 10+ team members, defining operational priorities, allocating tasks, resolving workflow conflicts, enhancing coordination efficiency by 22% through collaboration platforms, KPI.
- Directed safety compliance checks across 5 store zones, communicating regulations to staff, correcting procedural gaps, and reducing incidents by 18% using safety audit software, compliance trackers, incident reporting systems.
- Initiated a promotional product placement strategy, instructing associates on execution, analyzing sales data, achieving a 26% overall uplift in sales within 1 quarter using sales analytics tools, market research platforms.

### HR Manager

December 2021 – November 2022

*Career Launcher*

*India*

- Administered full recruitment lifecycle for 50+ positions, screening applicants, coordinating interviews, and reducing average hiring timelines by 25% through optimized scheduling, tracking, and evaluation frameworks.
- Facilitated 30+ workplace conflict resolutions, documenting cases, conducting compliance reviews, implementing corrective strategies, achieving a 90% resolution benchmark through case management, arbitration procedures.
- Analyzed workforce metrics across 200 employees, compiling quantitative reports, forecasting turnover, recommending structural adjustments that reduced attrition rates by 18% using data visualization, statistical modeling.
- Coordinated weekly employee schedules across departments, balancing labor costs, aligning workforce demand with productivity targets, achieving 95% utilization efficiency through workforce planning, scheduling software.
- Designed and delivered 10 structured training modules for new and existing employees, evaluating comprehension through assessments, improving departmental competency scores by 32% overall with instructional design.
- Spearheaded quarterly town hall meetings with 150+ employees, presenting organizational updates, addressing concerns, and enhancing leadership communication effectiveness using presentation systems, feedback collection.
- Directed cross-departmental project team of 20 members, allocating tasks, optimizing workflows, delivering milestones 2 weeks ahead of schedule using project management tools, task automation, performance tracking.
- Implemented digital documentation system for HR case records, training 8 staff members on usage, reducing manual reporting errors by 30%, improving accessibility through database management, and cloud integration.

## EDUCATION

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### PGDM in Human Resource and Business Management

May 2023 – December 2024

*Algoma University, Brampton, Ontario*

### Bachelor of Business Administration (HR Specialization)

July 2017 – May 2020

*SDJ International College, Surat, India*

## CERTIFICATIONS

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- Retail Joint Health and Safety Committee Member
- Understanding Violence
- Smart Serve Certification