

Erica Kinch

Horseheads, NY | ek.does.tech@gmail.com | (607) 259-3791 | <https://www.linkedin.com/in/erica-kinch/> | <https://github.com/ekdoestech>

PROFESSIONAL SUMMARY

Data Analytics-focused Computer Science student (3.97 GPA) with over a decade of experience in operational leadership across retail and telecom. Skilled in Python, SQL, and data-driven decision-making, with a track record of building reporting systems, analyzing performance data, and translating insights into measurable operational improvements.

EDUCATION

Southern New Hampshire University

Bachelor of Science, Computer Science. President's List; Concentration in Data Analytics.

GPA: 3.97.

2028

EXPERIENCE

Sales Specialist

June 2025 – Present

Verizon Wireless

Elmira, NY

- Exceeded performance targets at 120%+ of sales dollars through strategic customer relationship management, product positioning, and structured outreach workflows.
- Built and maintained a lead-tracking data pipeline to manage customer records, outreach activity, and performance metrics.
- Diagnosed and resolved device, network, and account-level technical issues using structured troubleshooting workflows, reducing escalations and repeat issues.
- Analyzed recurring issues and workflow bottlenecks to improve upgrade and activation processes and reduce handling time.

Retail Store Manager

August 2014 – November 2024

Dick's Sporting Goods

Multiple Locations, NY

- Directed multimillion-dollar store operations and P&L, leading a team of 45+ employees to meet sales and profit targets.
- Analyzed sales-coverage data and adjusted resource allocation models to improve KPI performance and labor efficiency.
- Identified recurring operational bottlenecks through root cause analysis and implemented corrective processes, reducing inventory defects and shrinkage while improving conversion rates and customer service scores.
- Managed store expenses and P&L to ensure profitability; resolved escalated issues by applying structured problem-analysis methods and revising procedures.

Assistant Store Manager, Softlines

August 2014

Dick's Sporting Goods

Horseheads, NY

- Managed daily operations for two high-volume departments, coordinating scheduling, inventory workflows, and resource allocation to meet sales and coverage targets.
- Led, trained, and supervised 20-30 associates, reducing onboarding time by standardizing training procedures and improving team productivity.
- Analyzed KPI data across sales, labor, and inventory accuracy to adjust staffing models and improve performance outcomes.
- Applied root cause analysis to identify recurring operational bottlenecks and redesigned procedures that reduced shrinkage, improved stock accuracy, and decreased customer wait times.
- Coordinated cross-department execution during peak periods by aligning task distribution and communication channels, improving throughput and coverage consistency.

SKILLS

Technical & Tools: Python, SQL, Data Cleaning & Visualization, Google Analytics, Google Sheets, Excel, Object-Oriented Programming (OOP)

Analytics & Strategy: Data-Driven Decision Making, KPI & Performance Tracking, Root Cause Analysis, Customer Journey & Funnel Analysis, Process & Workflow Optimization, Software Development Lifecycle (SDLC)

Operational Leadership: Strategic Team Leadership, Resource Allocation, P&L Management, Strategic Planning, Requirements Analysis, Technical Troubleshooting, Strategic Selling & Negotiation