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# GINA CHAPMAN-MURPHY

GENERAL MANAGER | CUSTOMER SERVICE LEADER | TRAINING & DEVELOPMENT EXPERT  
RETAIL OPERATIONS STRATEGIST

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## GINA CHAPMAN-MURPHY

General Manager

Classic Design Solutions

304-839-9795

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Dear Hiring Manager,

I am writing to express my strong interest in a General Manager or senior leadership position within your organization. With over 15 years of proven success in customer service management, retail operations, team development, and strategic planning, I bring a record of turning underperforming departments into top-ranked, revenue-generating leaders.

During my time managing Sephora Inside JCPenney, I led a million-dollar department that consistently outperformed our regional peers in sales, client engagement, and team performance. I also oversaw several multimillion-dollar salons within JCPenney, elevating them into the top tier out of more than 1,100 locations nationwide. These achievements were driven by a commitment to training and coaching, data-informed decision-making, and an unwavering focus on the customer experience.

More recently, in my role as General Manager and Sales & Operations Director at Classic Design Solutions, I revitalized a struggling brand and returned it to profitability within a year. I built out training programs, restructured operations, and improved team performance and morale, which led to significant increases in both sales and customer satisfaction. I also managed budgeting, staffing, and marketing efforts while modernizing our showroom to reflect our evolving brand and clientele.

My leadership style is centered on empowerment, accountability, and continuous improvement. I thrive in dynamic environments where I can mentor teams, develop leaders, and deliver results. Whether working in high-end retail, salon management, or interior design, I approach each challenge with strategic focus and passion for people.

I would welcome the opportunity to bring this same energy and expertise to your organization. Thank you for considering my application. I look forward to the possibility of discussing how I can contribute to your team's continued success.

Warm regards,



Gina Chapman-Murphy