

GINA CHAPMAN-MURPHY

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

CONTACT

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EDUCATION

Heritage School of Interior Design

- SEATTLE, WASHINGTON
- INTERIOR DESIGN FUNDAMENTALS
- MASTER PROGRAM ELECTIVES:
- KITCHEN & BATH, AUTOCAD, SKETCHUP

Huntington School of Beauty

- HUNTINGTON, WV
- COSMETOLOGY MANAGEMENT

SKILLS

- Project Management
- 2020 Design
- Public Relations
- Teamwork
- Time Management
- Leadership
- Training
- Critical Thinking
- Team Building
- Commercial and Residential Floor Planning

REFERENCES

- REFERENCES AVAILABLE UPON REQUEST

PROFILE SUMMARY

Seasoned General Manager with a robust background in customer service, team leadership, sales, and retail operations. Over 15 years of experience driving growth, developing high-performing teams, delivering exceptional customer experiences, and overseeing complex projects from concept to execution. Skilled in training and staff development, strategic planning, budgeting, and operational excellence. Known for building strong customer relationships, fostering positive workplace culture, and consistently exceeding performance goals in dynamic, fast-paced environments.

WORK EXPERIENCE

Classic Design Solutions / Classic Construction

2024- PRESENT

General Manager | Sales & Operations Director

- 2020 Design supervisor /Kitchen and Bath Designer
- Directed daily operations, ensuring excellence in customer service, staff performance, and business efficiency.
- Built and led high-performing sales and design teams with a focus on customer engagement, retention, and satisfaction.
- Established training programs to onboard and upskill staff across multiple departments.
- Created operational systems and workflows that streamlined communication, improved service delivery, and increased revenue.
- Managed budgeting, accounts receivable, and sales forecasting to align with business goals.
- Transformed a struggling brand into a profitable enterprise within one year through effective leadership and customer-first strategies.
- Oversaw showroom redesign and product presentation to improve the customer experience and drive sales.
- Responsible for driving sales by assisting clients in selecting kitchen and bath products and design solutions that match their needs, preferences, and budget.
- Provides expert guidance on cabinetry, countertops, fixtures, and finishes while delivering exceptional customer service.
- Develops strong client relationships, prepares quotes and proposals, and collaborates with designers and contractors to ensure project success from consultation to installation.

Creative Kitchens ,INC

2020- 2024

Marketing Director/ Brand Manager

- 2020 Design supervisor /Kitchen and Bath Designer
- Developed and executed comprehensive marketing strategies to build brand awareness and support sales goals.
- Collaborated with leadership to define brand voice and ensure consistency across all platforms.
- Managed client communications and maintained strong media relationships to promote company visibility.
- Created internal training content and sales materials to support three business locations.
- Led social media and digital marketing efforts to attract new customers and enhance engagement.
- Designed and facilitated new hire onboarding and customer service training programs.