

• Terrence L Cope

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- http://www.terrencecope.com/ooo_resume_index.html Link to copy/paste for online resume

Managed performance driven retail operations, both brick and mortar and web based: Responsibilities also included a pack and ship department that had to meet strict daily deadlines: Controlled inventory, personnel, internet marketing and promotion. Recent experience was in the mechanics behind the jpegs and focused (multitasked) on several departments simultaneously.

Should it be on the sales floor or a web page my experience with the practical use of merchandising skills and product presentation has proved a benefit to my employers. Personally controlled through an "admin" an active web site. Created new product jpegs, descriptions, promotions, bulk product downloads, sales downloads from excel spreadsheets while managing and active online store, operators, pack and ship department and online promotions for the entire chain. Worked with corporate on SEO issues, automated ship charges to customers, cost conservation concerning shipping and materials, and worked with freight, freight forwarders and common carriers (FedEx and UPS). Yearly increases could be seen in all endeavors where situations were placed in my control.

Computer Friendly, familiar with Pick System, Windows, and Microsoft Office: Word, Excel Spreadsheet, Internet Online Web Stores (i.e. Web-site Admin), Aweber, Google Analytics, Adobe Photoshop, Adobe Flash* and Adobe InDesign*. Studied the use of EBay, Facebook and Blogs in a business environment.

Have first hand dealings with Webmasters, Shippers, Vendors – Reps, IT and my positions answered directly to CEOs and Operation Officers. I have skills in creative materials and their properties.

Education

- High School Graduated, Salmen High, Slidell, Louisiana
- Bellevue College Major: Art and Sculpture, Bellevue Washington (Did not complete, left for retail management)
- Self improvement, currently using on-line programs and home tutorials to learn Adobe Flash have done similar things with Adobe Photoshop.

Work History

- **Pearl Art and Crafts**
Oct 1st, 2006 to March 4th, 2011
 - Direct Marketing, On-line Promotion, Internet Web Store Manager, Shipping (Domestic and International), Managed Pack and Ship Department and Phone Operators. Involved with the policy making, overall look of the web store, graphics and descriptions, day to day web maintenance, removing discontinued items and work with other departments and vendors. As buying became harder for the company, I devised ways to create sales, notably the use of shipping directly from the vendor to the customer, reducing the need for inventory.
 - Reason for Leaving: Company declared bankruptcy, I was part of the second court ordered downsizing and have a letter of positive performance. Received severance.
- **Jerry's Artarama**
Jan 1991 to Jan 2005

- Each Jerry's location was operated independently, with their own buyers, frame shop, copy centers and basic fine art materials. I was Overall Manager, overseeing Floor Managers, Head Framers and Head Buyers. Attended Trade Shows, NAMPTA and am well versed in the practical and archival use and manufacturing of materials.
- I could do all aspects of these jobs, from framing to purchasing. Jerry's were operated under budget considerations which was my responsibility to make certain the store was properly stocked, staffed and workloads coordinated.
- Reason for Leaving: Personal issues: Hurricane damaged my home and I needed to repair and sell. Jerry's was growing and we parted with positive feelings. I was given severance and allowed unemployment which would normally be denied when the employee resigns.

Spec's Music and Video

Director of Merchandising and New Stores (Miami)

Set up, designed fixtures, coordinated contractors, supervised set ups for many new locations throughout Florida. Including show stores such as the Sawgrass Mills Mall and an international venture in Puerto Rico. Reason for leaving: 1990 Business downsizing and setting up to sell. I would leave under positive circumstances with severance.

- Worked with signage and designed promotion campaigns for retail outlets, including merchandising training seminars.
- Managed Specs Music Winter Park-day in day out managing : promoted
- Managed Specs Music Melbourne-day in day out managing: promoted

(Managed Musicland in Titusville and Orlando Fashion Square: This was the beginning of computers in retail. I played a strong part in its inception. My carrier has been associated with computers. Many aspects of inventory control)

References:

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| <ul style="list-style-type: none"> • Keith Serra: ksone@aol.com
Exec VP, Pearl Art and Crafts (during my employment with Pearls) | <ul style="list-style-type: none"> • David Goldstein: david@jerrysartarama.com
CEO/Owner Jerry's Artarama |
| <ul style="list-style-type: none"> • Ira Goldstein: ira@jerrysartarama.com
Owner Jerry's Artarama | <ul style="list-style-type: none"> • John Irwin
Irwin Sales
80 Dunbar Road E
Palm Beach Gardens, FL 33418-6815
Phone: (561) 626-7817 |
| <ul style="list-style-type: none"> • Mike Grecian
Grecian Sales:
Po Box 709
Lake City, FL 32056
Phone: (386)-755-1253 | <ul style="list-style-type: none"> • Dennis Katz: Dkatz@pearlpaint.com
Buying Director; Pearl Art and Crafts |
| <ul style="list-style-type: none"> • Jeff Shoham: jeff@jerrysartsupplies.com
Owner: Jerry's Artarama, West Hartford | <ul style="list-style-type: none"> • Alan Shefts: jerrysnj@aol.com
Owner: Jerry's Artarama, New Jersey |
| <ul style="list-style-type: none"> • Howard Kaufman:
Owner: Princeton Art and Brush Co.
info@princetonbrush.com
(609) 683-9368 | <ul style="list-style-type: none"> • Coleen Richeson:
CEO: Jack Richeson & Co., Inc.
557 Marcella Street
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| <ul style="list-style-type: none"> • Cindy Klein: cklein@bindersart.com
Corporate Inside Sales and Service, Binders Art Supplies
Phone: 404.237.6331 ext. 204 | <ul style="list-style-type: none"> • Alexander Bailey:
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