

John MacDougall

T 415-626-6470 | M 415-350-1339

123 Buena Vista East #1
San Francisco, CA 94117
johannsf@sonic.net

SUMMARY

Creative thinking, broad knowledge and an ability to lead effectively allow me to meet new challenges and surpass expectations. I have a deep understanding of customer purchasing behavior built over years of observation, hands-on selling and online analytics. I am an early adopter of technology with a proven ability to meld innovation with traditional strategies. While my background is unconventional, I bring ownership, resourcefulness and a rare perspective that will generate solutions and success.

EXPERIENCE

Golden Apple Learning Store Pleasanton CA– 1986-2015 (GALS)

Business owner for 30 years. Innovator and industry leader, I established and grew a multi-channel retail operation in multiple Bay Area locations. My stores featured a spectrum of specialty and educational toys from blocks to programmable robotics. Besides being the leading Teacher Resource store in Northern California, GALS was an award-winning and influential educational toy retailer. An early internet retailer, we expanded online sales to 20% of operations and led the toy industry in adoption of “maker” toys for tech education. My company created profitable educational programs for teachers and children of all ages. We promoted a joyful retail environment that pioneered hands-on selling of toys, games, science, learning and tech products in store and through workshops and science education. I recruited, trained and mentored an enthusiastic and innovative sales team driven to exceed customer expectations in all situations. My company led the industry in utilizing new media platforms for sales and marketing including; Pinterest, Adwords, Facebook, Instagram, Twitter, as well as video production and online campaign management. I possess exceptional customer service, staff training, staff development, strategic planning, buying, budget management, resource management and project management skills. Public speaking, teaching and problems solving skills were an essential part of my daily activities.

Marbles the Brain Store San Francisco 2015-2016

Gained broad corporate experience in a leadership role of the West Coast flagship location. My store was West Coast leader in sales of general merchandise and top performing store in technology sales. Trained and mentored a team of retail professionals that exceeded sales goals in a challenging environment. Excelled in staff management, project management, execution of store promotions, merchandising, staff training, team building, daily store operation, budgets, scheduling, inventory management, deposits and cash handling.

Board of Directors American Specialty Toy Retailers Association– 2010-2014

- Oversight and creative planning of national events.
- Board liaison for Website and Technology committee; developed up to date web presence and nation wide campaign to establish brand.
- Chair of Website & Technology committee during consumer focused website redesign; guided transitions to current technology for traditional brick and mortar stores.
- Created POS Wiki for industry professionals evaluating systems.
Presenter on new technology for ASTRA trade show 2012, 2013

Web Development Projects - Current

Non-Profit: www.bayareabarnsandtrails.com.

E-commerce: www.kismetsf.com (ongoing) Multi-channel retail operation for a SF start-up including: POS & Magento2 and WooCommerce system integration. Site design and marketing for multi-channel retail operation. SEO optimization and online marketing.

Informational: www.sfbaybiketours.com Foundation 6 demonstration site.

EDUCATION University of California Santa Cruz: BA Creative writing; BA Western Civilization

SKILLS Foundation 6 and Magento. Proficient in many Open Source programs. Speed learner of programs and skilled at teaching others. Front-End Web Development; WordPress development, WooCommerce Development; Google Analytics; HTML5; CSS; SASS; JavaScript; Adobe Creative Suite; Excel; Word; Adwords; Apple Suite; Account Edge Pro; Filemaker; Zendesk; WhenIWork; Mailchimp; Project Management; General Bookkeeping; Budgeting; Accounting; Advanced POS Management; Open to buy systems; Written & Verbal Communication; Social Media; Supervision; Record Keeping, Planning.

VOLUNTEER I am an active volunteer with a leadership role in the following organizations:

- San Francisco Bicycle Coalition - Ambassador
- NextVillage Senior Living - Brain Fitness Coordinator
- Nature in the City - Adah Bakalinsky Stairway Project
- Sunday Streets - Volunteer Captain
- Nextdoor - Neighborhood Lead