

LIONEL GALVAN

SALES, OPERATIONS & EVENT EXPERT

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MY PROFILE

Dedicated and results-driven professional with a proven track record in leadership, team development, and driving exceptional customer experiences. Experienced in managing diverse teams and inspiring them to achieve substantial growth, adept at diplomatically handling multiple commitments to customers, staff, and operations, and skilled in thriving in fast-paced, dynamic retail environments. Adept in making informed decisions, maintaining composure, and adapting to challenges while consistently delivering outstanding results.

WORK EXPERIENCE

PRESIDENT

JUL 2010 - Present

Galvan Productions, Austin, TX

- Implement effective event marketing strategies, resulting in increased ticket sales and attendance.
- Conceptualized, planned, and executed events for a diverse clientele, resulting in consistently high client satisfaction.
- Managed all aspects of event planning, including budget development and management, vendor selection, logistics coordination, and on-site event management, ensuring smooth operations and timely delivery of high-quality events.
- Create and manage integrated marketing plans, including content creation, social media management, email marketing, and SEO optimization, driving website traffic and conversion rates.
- Design visually engaging branding materials, such as logos, brochures, flyers, and banners.
- Negotiated contracts with venues, suppliers, and vendors to optimize cost savings.
- Conducted post-event evaluations to measure the success of events, gathered feedback, and made data-driven recommendations for improvement.

PRESIDENT

MAR 2019 - SEPT 2022

LUX Auto Haus, Austin, TX

- Managed day to day operations consisting of preparing fleet for rentals, phone, and on-line communications, booking request and financial.
- Achieve and surpass sales targets by Implementing advanced reservation system and streamlined booking processes, resulting in a reduction in wait times and increased customer satisfaction.
- Conducted comprehensive market research, identifying niche markets, and expanding the company's services, resulting in increased revenue and market share.
- Handle customer inquiries, complaints, and concerns, resolving issues promptly and ensuring a positive experience.

PRESIDENT

FEB 2015 - NOV 2017

V Austin, Austin, TX

- Led team by providing effective training, coaching, and mentoring, resulting in higher productivity.
- Increased profitability by conducting financial analysis, identifying opportunities for cost savings and revenue growth.
- Oversaw all aspects of club/venue operations, including staff management, budgeting, and marketing.
- Developed and implemented strategic plans to increase revenue and profitability, resulting in 3000% growth in sales.
- Implemented cost-control measures and optimized inventory management, reducing expenses by 20%.
- Created and executed innovative marketing campaigns, including social media, email marketing, and special events, resulting in an increase in customer footfall.
- Ensured full compliance with all relevant local and state laws and regulations, including safety, health, and licensing.
- Created and maintained a robust cocktail and beverage menu, incorporating seasonal specials and trending drinks.

OPERATIONS MANAGER

MAR 2010 - NOV 2010

Big Lots, Austin, TX

- Increased sales by 50% by working with District Manager and team to align store to meet revenue and expense controls.
- Trained and mentored team members in sales techniques, resulting in an increase in average transaction value and higher customer spend.
- Maintained a high level of cleanliness and organization, resulting in improved customer experience and increased sales.
- Successfully managed all aspects of store operations, including staff scheduling, inventory management, and visual merchandising, resulting in consistently exceeding sales targets.

- Recruited, trained, and developed a high-performing team of 30 employees, fostering a positive work environment and achieving increased staff productivity.
- Coordinated and executed staff training programs, enhancing team knowledge and product expertise.

OPERATIONS MANAGER

OCT 2007 - APR 2009

Toys “R” US, Austin, TX

- Used strategic thought process to identify changing trends and develop solutions.
- Instilled focus on enhancing the customer experience, which reflected directly in higher customer satisfaction scores.
- Increased employee performance and reduced turnover rates by developing and implementing training programs focusing on re-training, re-motivating, and recognition.
- Conducted regular performance evaluations and provided constructive feedback to team members.
- Created and executed a customer-focused approach, ensuring a high level of customer satisfaction, receiving a 30% increase in customer satisfaction ratings.
- Demonstrated strong financial responsibility by efficiently controlling payroll costs and surpassing the payroll goal by reducing expenses by 1.10%, achieved through strategic scheduling and resource allocation. This accomplishment resulted in improved cost-efficiency and enhanced overall profitability.

ASSISTANT & LOSS PREVENTION MANAGER

APR 2002 - OCT 2007

Sears, Austin, TX

- Strengthened the loss prevention team by coaching them on the core loss prevention strategies, which improved our processes that resulted in a reduction in shrinkage and an increase in apprehensions.
- Increased gross margin by an impressive 138.95% within 7 months and sales by 89.6% over six months.
- Optimized inventory management processes, which reduced inactive inventory by thirty thousand dollars.
- Streamlined store layout and visual merchandising, resulting in improved customer experiences and increased sales.
- Effectively supervised departments with annual sales volume ranging from 1.5 million to 12.1 million, consistently delivering outstanding results.
- Maintained a deep understanding of the retail market, identifying emerging trends and consumer preferences, and adjusting inventory, accordingly, resulting in improved inventory turnover and reduced stock holding costs.

VOLUNTEER EXPERIENCE

CHAIR

MAR 2008 - OCT 2011

Octopus Club, Austin, TX

- Chair over beverage Sponsorships and all aspects of the bar including setup, supplies, and staffing. Co-Chair with shared responsibilities for overall entertainment.

BOARD MEMBER

MAY 2010 – NOV 2011

AGLPF (Austin Pride), Austin, TX

- Oversaw AGLPF’s Austin Pride VIP Lounge, Festival, Marketing and Stonewall Rally. Was tasked with mending relationships of prior Sponsors to close new partnership deals. Oversaw partnerships that cured a \$30k deficit into a surplus after our first event.

PROJECTS

Co-Producer/Operations/WiFi/POS Meltin’ Margs	2025
Artist Relations/Box Office Lead BLNK CNVS/Miami Music Week	2025
VIP/Food & Beverage Medium Rare	2025
MGR/Asst Tour Mgr/Transportation Gioli and Assia	2024 - Present
Artist Relations/Transportation Lead Disco Presents	2022 - Present
Director, Operations SPLASH South Padre	2022 – 2024
Director, Experiences & Producer Ultimate Music Experience (UME) 2024	2023 - 2024

LICENSES

- Real Estate Sales Agent | Texas | 2022 – 2024

SKILLS

•Productivity •Creativity •Communication •Budgeting •Planning •Negotiating •Graphic Design •Customer Experience •Fan Experience •Customer Support •Customer Satisfaction •Collaboration •Leadership •Sales •Business Planning •MS Office •Payments •Teams •Custom •Quickbooks •Adobe •Paid Ads •Email Marketing •AutoCAD •Wordpress •Analytics