Yan Zhou

Marketing & Retail Operations Manager

Leads multi-store marketing campaigns and regional retail operations across store openings, loyalty retention, and replenishment. Turns frontline bottlenecks into repeatable store playbooks.

Experience

Riverstone Retail

Mar 2022 — Present

Regional Marketing & Operations Manager

- Direct promotional calendars and weekly operations reviews across 24 neighborhood stores, coordinating seasonal campaigns and retention offers.
- Standardized 6 store-opening checkpoints across supply, facilities, and training teams, cutting median prep time across 6 openings from 12 days to 8.
- Introduced a weekly stock-exception checklist and floor audit routine so managers resolve shelf gaps before the next delivery.

Daybreak Markets

Jul 2018 — Feb 2022

District Operations Supervisor

- Oversaw local promotions, in-store signage, and shift scheduling across 9 stores, piloting weekend member days and pickup bundles.
- Authored shift handover guides and coached 11 new store managers through opening and inventory routines.

Selected Project

Neighborhood Member Retention Program

Apr 2023 — Oct 2023

Project Lead

- Redesigned welcome offers and 30-day return vouchers using purchase data from 24 stores, piloting in 8 stores before regional rollout.
- Paired weekly community alerts with in-store pickup redemption and documented a reusable quarterly campaign playbook.



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Shanghai · East Region

Education

East Harbour College

BA Business Administration

Sep 2014 — Jun 2018

- Focused on retail marketing, inventory planning, and workforce scheduling.

Capabilities

Operations & Growth

- Store launch playbooks, seasonal campaigns, loyalty retention, and multi-site audits.

Analytics & Tools

- Excel pivot reporting, POS dashboards, replenishment sheets, and cross-team SOPs.