# Niko Ōtsuka

*Product Management Professional*

San Jose · CA · US

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## Summary

Detail-oriented professional with over 10 years of experience in retail operations and customer-facing roles, seeking to transition into a Product Management capacity within a retail or consumer goods environment. Proven ability to support operational efficiency, manage customer feedback loops, and collaborate across teams to enhance service delivery. Has developed foundational understanding of digital tools and customer behavior through frontline retail technology use, with growing interest in product lifecycle processes, user experience, and loyalty program dynamics. Currently pursuing product management coursework to complement hands-on experience. Offers strong communication, organizational, and problem-solving skills with a customer-centric mindset.

## Experience

### Sales & Operations Associate at Target

01 Aug 2018 – Present

San Jose, CA

Support daily store operations across electronics, home goods, and grocery departments with consistent adherence to visual standards and inventory accuracy. Engage with 50+ customers daily to assess needs, recommend products, and resolve issues; consistently recognized for high customer satisfaction scores (avg. 94% on internal surveys). Assist in executing loyalty program promotions by enrolling customers in Target Circle, explaining benefits, and gathering feedback on usability and incentives. Collaborate with department leads to coordinate shelf replenishment, manage markdowns, and maintain compliance with signage and pricing standards. Utilize POS system for transactions, returns, and gift card management; trained 12+ new team members on register operations and customer service protocols. Participate in weekly team meetings to review performance metrics, operational concerns, and upcoming promotional campaigns.

* Streamlined restocking workflow for high-turnover electronics accessories by reorganizing backroom layout, reducing retrieval time by ~15% and improving department efficiency during peak hours.

### Customer Experience Specialist at Best Buy

01 Jun 2013 – 01 Jul 2018

Sunnyvale, CA

Provided personalized tech support at point of sale, guiding customers through product comparisons, compatibility checks, and warranty options. Collaborated with Geek Squad and inventory teams to manage order fulfillment, special deliveries, and in-store pickups—supporting omnichannel customer journeys. Collected and documented frequent customer inquiries about mobile apps, online account access, and reward points, which were later shared with store leadership for service improvements. Handled cash, credit, and digital payments using proprietary POS systems; maintained 99.8% accuracy in daily drawer reconciliations. Supported holiday inventory surge planning by tracking stock levels and reporting discrepancies in real time.

* Recognized as “Top Performer” in Q4 2016 for exceeding sales and service benchmarks across two consecutive holiday seasons.

### Retail Associate at Safeway

01 Sep 2010 – 01 May 2013

Mountain View, CA

Worked across front-end and back-end operations, including checkout, stock rotation, and perishable handling, with a focus on customer satisfaction and store cleanliness. Assisted with weekly promotion setup and product sampling events; collected customer feedback on featured items and CPG displays. Operated self-checkout support role, troubleshooting user issues and guiding customers through digital loyalty enrollment (Safeway Club Card). Participated in monthly inventory audits and trained on proper labeling, temperature checks, and compliance documentation.

* Contributed to a store-wide initiative to reduce waste in the produce section by monitoring expiry trends and adjusting ordering suggestions, helping lower spoilage by ~12% over six months.

## Education & Training

### Bachelor of Arts, Communications

San Jose State University

01 Sep 2006 – 01 May 2010

### Coursework (in progress), Product Management Fundamentals

Coursera

01 Jan 2024 – 01 Jul 2024

## Skills

Customer Experience & Engagement, Cross-Functional Collaboration, Retail Operations, Data Collection & Reporting, User Feedback Gathering, Inventory & Stock Management, Point-of-Sale (POS) Systems (Square, Shopify), Microsoft Office Suite (Excel, Word, PowerPoint), Google Workspace (Docs, Sheets, Forms, Slides), Communication & Presentation, Time Management & Prioritization, Problem Solving & Troubleshooting, Basic Data Analysis (pivot tables, dashboards), Team Coordination & Support, Process Documentation, Retail Technology Exposure (mobile checkout, self-serve kiosks), Loyalty Program Enrollment (point-of-sale participation), Stakeholder Communication, Task Management Tools (Trello, Asana - basic use), E-commerce Awareness, Consumer Behavior Observation, Conflict Resolution, Multilingual: English (native), Japanese (conversational), Adaptability in Fast-Paced Environments, Project Support & Meeting Coordination, Feedback Synthesis & Reporting, Organizational Tools (OneNote, SharePoint), Strong Work Ethic & Reliability

## Languages

### English | – Present

Fluent (native)

### Japanese | – Present

Conversational

## Certifications & Credentials

### California Food Handler Card | 2012-01-01

State of California

### First Aid & CPR Certified | 2015-01-01

American Red Cross

### Product Management Certificate (in progress) | 2024-01-01

Coursera/University of Maryland

## Awards

### Top Performer | 2016-10-01

Best Buy

Recognized as “Top Performer” in Q4 2016 for exceeding sales and service benchmarks across two consecutive holiday seasons.

## Accomplishments

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## Interests

### Retail technology trends | – Present

### mobile app design | – Present

### behavioral economics | – Present

### hiking | – Present

### photography | – Present

## References

### Available upon request | – Present