

CHARLES G. COPELAND, JR.

Winterville, North Carolina

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Portfolio: chuckcopeland.com

PROFESSIONAL SUMMARY

Seasoned professional with 32 years in retail management, leading my current team to exceed targets by up to 15%. Accomplished adult facilitator with a legacy of over 5,000 successful graduates. Freelance multimedia creator and technology troubleshooter for over 20 years, providing multimedia and troubleshooting services to local civic groups, businesses, and individuals.

FREELANCE WORK EXPERIENCE

01/2002 - Present

ChuckCopeland.com

Multimedia Creator, Part-time Freelance - Winterville, NC

- Creates video, motion graphic and graphic design content for three social media accounts, doubling the followers and increasing engagement by 50% over the last 6-9 months; 40 thousand impressions, with an average 57.2% viewed (vs swiped away) over all three channels this year.
- Collaborates with a local civic organization to send out monthly newsletters; expanded to bi-weekly campaigns after six months, growing subscribers each month by 1-3%.
- Designs and maintains websites using HTML, CSS, JavaScript, pHp, and WordPress; the longest maintained website, NCHurricane.com, has been active since 2003.
- Uses social media to increase traffic and engagement; my portfolio website saw over an 800% increase in traffic in 2023.
- Manages three main social media accounts on Instagram, YouTube, TikTok, X, Threads, and BlueSky, with a combined followers count of over 4000.
- Utilizes registered Adobe Creative Cloud and Davinci Resolve Studio accounts to create content for myself, civic groups, businesses, and individuals.

FULL-TIME WORK EXPERIENCE

09/2022 - Present

Harbor Freight Tools

Retail Sales Manager - Winterville, NC

- Leads and trains the sales team on customer loyalty behaviors; behavior metrics have shown an increase from 10% under goal to 5-15% above goal during the last fiscal year.

- Implements and upholds standards for store safety and cleanliness, creating a safe and clean environment that protects our customers and associates, resulting in no reported accidents in the last fiscal year.
- Maintains correct inventory levels for customer needs using software and visual checks; yearly fiscal inventory loss has declined over the last two years.
- Champions professional customer service to ensure exceptional experiences for our patrons; using servant leadership to lead the sales team on company expectations has resulted in reduced turnover in 2024.

05/2002 - 09/2022

Walmart, Inc.

Academy Facilitation Coach - Greenville, NC

- Delivered company created adult learning to all supervisory associates in store locations across the United States; seamlessly transitioned to virtual training during the COVID pandemic in 2020.
- Trained and successfully graduated over five thousand exempt and non-exempt employees.
- Reviewed instructional materials for errors and improvements; reported findings to the Home Office content team, resulting in corrections in content across the company.
- Solved technology issues for virtual meeting software and hardware for our location and our remote clients/students.
- Joined the management team in our home store and assisted in the operation of a 65-million-dollar retail location.
- Created sales forecast and merchandise needs for future events, up to 12 months ahead; created corrections of when needed.
- Ordered merchandise, planned features, set planograms, controlled inventory, and prepared for seasonal changes in the Sporting Goods and Automotive departments; yearly inventory results were within company allowances.

EDUCATION

1991-1992

Pitt Community College

Commercial Art/Graphic Design - Winterville, NC

SKILLS

Team Management • Inventory Management • Customer Service • Training and Coaching • Communication and Presentation • Project Management • Web Design • Video Production and Editing • Motion Graphic Design • Computer Repair and Troubleshooting • HTML5/CSS • JavaScript • Adobe Creative Cloud • Davinci Resolve • Cinema4D • FTP/SFTP • SSH • Cronjobs • Windows OS • MacOS • Computer Repair • Hardware and Software Troubleshooting • Cat Dad