

# DARREN EMMANUEL

**Senior General & Operations Manager | Senior Sales Manager | Revenue Operations Expert**

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"A results-driven sales and operations leader with over 15 years of experience in managing high-performance cross-functional teams across luxury, marketing, retail, fitness, and hospitality industries. Consistently exceeds sales targets at every organization, optimizing operations, and driving business growth through exceptional client experiences. Skilled in P&L management, sales strategies, data analysis, planning & forecasting, and fostering a culture of excellence in future leaders."

## WORK EXPERIENCE

**ECCO NY FLAGSHIP** (First-ever alpha flagship with startup ideology)  
**Flagship Manager (Sales & Operations)**

New York, NY  
Nov 2023 – Present

Duties and Responsibilities:

- Recruiting, hiring, and developing the flagship sales team to support the revenue targets for the business.
- Work weekly/directly with VP of Products and President to optimize product lifecycle management and revenue growth.
- Collaborate with Marketing on new launch campaigns, events, and social media influencer advertising.

Business Results/Achievements:

- Increased conversion rates by 3.4% in Q1 to Q3; ranked #1 in sales YTD and #1 in Contribution/Gross Margin.
- Developed a personal clientele book worth ~\$75k in repeat sales for Q1 to Q3; sales team book worth ~\$112k.

**Skills:** Sales Strategy, Sales Management, P&L Management, Data Analysis, Event Coordination, Product Launch, KPI Management, Coaching, Strategic Planning and Execution, Retail, Luxury Sales, Team Building, Reporting & Forecasting, DTC Management, Business Development, Vendor Relations

**EQUINOX** (Co-launched new Hudson Yards Flagship in 2019)  
**Senior General Manager (Sales & Operations)**

New York, NY  
Apr 2018 – May 2023

Duties and Responsibilities:

- Managed high-end customer experience integrated with the Equinox Hotel; curated VIP-level service.
- Oversaw and mentored sales team, services team, and account managers, managing budgets exceeding \$40 million.
- Mentored and promoted multiple Assistant General Managers to General Manager roles.
- Cross-functional management, overseeing 9 managers, 3 co-managers, and over 120 employees.

Business Results/Achievements:

- Exceeded annual sales by 105% in 2022 and 109% in 2023, consistently leading the region in 2022/2023.
- Managed P&L profitability and positive club contribution of \$1.67 million cumulative.

**Skills:** Operations Management, Sales Management, Facilities Management, P&L Management, Data Analysis, KPI Management, Coaching, Strategic Planning and Execution, Account Management, Luxury Sales, Sales Operations, Salesforce, Budgeting & Forecasting, Salesforce, Contract Negotiations

**NEW YORK SPORTS CLUB**  
**General Manager (Sales & Operations)**

New York, NY  
Sept 2017 – April 2018

Business Results/Achievements:

- Achieved a 17% increase in personal training sales; exceeded monthly financial targets by an average of 105%.

**Skills:** Operations Management, Sales Management, Facilities Management, P&L Management, Data Analysis, KPI Management, Contract Negotiations

**STAPLES** (Multiple Leadership roles with 3 promotions)  
**General Manager / Print & Marketing Manager**

New York, NY  
Feb 2012 – Aug 2017

Duties and Responsibilities:

- Managed Account Executive team with top-spend client accounts including LVMH, Make-Up-For-Ever, and FanDuel.
- Ranked #1 Manager for 3 Consecutive Years teaching annual company classes on Marketing and Canvassing.
- Regional Liaison Manager/Field Trainer; oversaw and developed 30 stores and managers in NY/NJ

Business Results/Achievements:

- Expert Salesforce management contributing \$2.5 million in annual Print & Marketing sales (company milestone).
- Averaged a gross margin of 70% or higher (company milestone).

**Skills:** Print Management, Marketing Techniques, Sales Management, P&L Management, Data Analysis, KPI Management, Coaching, Account Management, Salesforce, Supply Management, Training and Development, Sales Operations, Reporting & Forecasting, B2B, B2C, Consultation

## EDUCATION

**ST. JOHN'S UNIVERSITY** | BSc, Computer Science & Telecommunications, 2006      New York, NY

## ADDITIONAL

**Technical Skills:** Excel, Word, Powerpoint, Photoshop, Power BI, Sheets, Salesforce, Teams, UltiPro, Communication, CRM, AI

**Languages:** Fluent in English; Conversational Proficiency in Spanish

**Awards:** Rookie of the Year (2006), #1 in Sales (2007, 2009, 2013, 2014, 2015, 2016), Club of the Year Nominee (2021, 2022)