

Adair Skinner, PMP

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PROFILE

Business analyst and PMP-certified project leader finishing a Bachelor of Commerce in Business Analytics, with a decade of multi-unit retail leadership behind the degree. Ran a \$5,000,000-volume location, launched two locations on fixed dates, closed another end-to-end, wrote standards adopted nationally, and built the reporting leaders used to make decisions. Now, I want to make an impact in retail from behind the scenes, in an analyst, advisory or project management role. Available starting January 2027 onward.

EDUCATION & CERTIFICATION

Bachelor of Commerce, Business Analytics | Asper School of Business, University of Manitoba Jan 2027

Dean's Honour List: Winter 2025, Fall 2025, Summer 2026. 3.64 GPA across all coursework since returning to university in 2025.

Coursework: Business Analytics, Database Management, Systems Analysis and Design, Programming for Business Analytics, Marketing Analytics, Supply Chain Analytics, Project Management, Business Communication.

Project Management Professional (PMP) | Project Management Institute June 2026

PROJECT DELIVERY

Project Manager, New Store Openings 2021 - 2024

Urban Outfitters, Burnaby and Richmond, BC

- Ran the launch of two new locations, leading a team of five managers from build-out through opening day. Both opened on time.
- Owned the master schedule, taking each site from empty shell to open sales floor in seven days, reporting to the Special Projects and Global Display Planning Senior Managers. Corporate teams couldn't be on the Burnaby site due to COVID travel restrictions. All communication and progress were communicated virtually.
- Chaired the morning criteria-setting meeting and the end-of-day review, set next-day priorities, and escalated schedule and cost risk to senior leaders early.
- Acted as the daily link between the project team, corporate stakeholders, and the construction and operations crews on site.

Project Lead, Site Closure 2024

Urban Outfitters, Winnipeg, MB

- Closed a location end to end, working back from a fixed date across inventory drawdown, asset and technology returns, staffing transitions, and handover of the premises to the landlord.
- Coordinated corporate, property, and vendor contacts, and tracked every closing deliverable to completion.
- Was able to keep up team morale despite store closure. No one on the team left before the scheduled end date.

Workforce Systems Specialist, UKG Dimensions Rollout 2019 - 2024

Urban Outfitters, Pilot Site

- Configured schedule groups, shift templates, coverage patterns, and timecard approval routing during the Canadian rollout.
- Tested the system against provincial employment standards and found errors in statutory holiday pay calculation that varied by province. Escalated to the product owners for correction.
- Trained managers at other locations on optimized schedules.

ANALYSIS AND REPORTING

Performance Reporting and Metrics Design 2019 - 2024

Urban Outfitters

- Replaced a manual reporting process with a template tracking conversion, units per transaction, and average transaction value by hour and by manager. Conversion rose a full percentage point.
- Worked daily in MicroStrategy and QLIK reporting and in Qualtrics and Medallia experience data, turning findings into action plans for store and district leadership.
- Built Power BI dashboards as portfolio case studies, covering data modelling, DAX measures, and report design. Available on the portfolio site above.

Budget Ownership and Executive Reporting 2019 - 2024

Urban Outfitters

- Owned the full operating budget for a \$5,000,000 store including labour, controllable expenses, and profitability. One of the most profitable in Canada, at \$1,000,000 operating income in its best year.
- Built annual and monthly sales and labour plans, tracked actuals against plan weekly, and redirected team regularly to meet targets.
- Set the individual KPI targets each department needed to hit to reach annual sales and expense goals, then held the weekly review against them.

NATIONAL TRAINING AND STANDARDS

National Trainer

2017 - 2024

Urban Outfitters, Canada

- Travelled to Vancouver, Edmonton, Calgary, and Toronto to train new managers, built the training content, and led national training calls.
- Wrote a manager training checklist that was adopted as the national onboarding standard, replacing inconsistent local practice.
- Designed a Specialist development program adopted across Canada. It produced a steady run of internal promotions into management.
- Audited stores across the district against company operating and visual standards, set corrective plans with each store's leadership, and followed them through to close.

LEADERSHIP EXPERIENCE

Educator (part-time)

Nov 2025 - present

lululemon, Winnipeg, MB

- Deliver product education and guest experience while completing a full-time B.Comm and the PMP designation.

Acting District Manager

May - July 2024

Urban Outfitters

- Covered 11 stores and roughly \$9,000,000 in sales, supporting Store Managers on performance, staffing, and profitability. The district finished first of eight in the region for sales growth.

Store Manager

Oct 2019 - Oct 2020, June 2022 - Oct 2024

Urban Outfitters

- Led a \$5,000,000 store with 25 to 80 staff. Lifted customer experience scores to 15 points above company average, landing regularly in the top 10 of 250 locations for customer experience, and held one of the highest retention rates in the company.

Visual Merchandising Manager

Jan 2018 - Oct 2019, Nov 2020 - June 2022

Urban Outfitters

- Owned all visual execution to company standard: floor set planning, budgeting, display and design builds, product placement, allocation review, and training the team to ensure visual standards were met.

Department Manager

Sept 2014 - Dec 2017

Urban Outfitters

- Ran the weekly and monthly operating rhythm, including meeting agendas, minutes, scheduling, and zone charts.

Assistant Manager

Sept 2012 - Aug 2014

Gap Inc.

- Handled hiring, onboarding, training, payroll, and scheduling, and led all associate training programs.

SKILLS

Analysis and Delivery: Requirements gathering, business case development, cost and benefit analysis, KPI and metrics design, process and standards documentation, project scheduling and risk escalation, vendor and stakeholder coordination, workshop and meeting facilitation.

Technology: Excel, PowerPoint, Word, Outlook, Teams, SharePoint, OneDrive, Power BI(DAX), SQL, R, Python, Basic HTML, Lucidchart and draw.io for process mapping and swimlane documentation; MicroStrategy and QLIK; Qualtrics and Medallia; UKG Dimensions, Taleo, SuccessFactors.

Working Style: Direct communication, comfort with ambiguity and shifting priorities, quick to learn unfamiliar systems, coaching and developing others, problem-solving under deadlines.