

Retail Manager

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PERSONAL STATEMENT

An experienced manager who is highly motivated and has vast knowledge of the retail industry. As a perfect role model on the shop floor, Deborah is able to; coach, give feedback, build morale, roll out initiatives, and make recommendations on merchandising and product presentation. She is able to handle high-profile and hands-on management roles that require commercial acumen and creative flair. As an exceptional person she is also able to drive brand availability, & is willing to take on board new ideas & adapt them further to make them her own. She is ambitious and passionate about everything she does, and comes from a strong sales and service background that allows her to thrive in any competitive and challenging retail environments. She is right now ready and qualified for the next stage in an already hugely successful career and is looking forward to making a significant contribution to any future employer.

Marketing



Merchandising
Launching promotions
Putting the customer first
Market awareness
Commercially driven
Planning store layouts

Negotiating



Strong persuasion skills
Cross selling products
Good communicator
Excellent interpersonal skills
Tactful & articulate
Getting a point across

Dynamic



Sales driven
Energetic
Self motivated
Ambitious
Desire to succeed
Smart & well presented

Smart



Capacity for innovation
Creating incentives
Aware of fashion trends
Long term vision
MI analysis
Spotting opportunities

CAREER HISTORY

Fashion Clothes Retailer - Birmingham

RETAIL MANAGER Apr 2009 – Present

Responsible for overseeing the day to day running of a large retail store and 15 staff. Leading a team to deliver exceptional customer service in a fast paced and constantly changing retail environment. Ensuring the store is operational at all times and that the range of clothes displayed meet the customer's needs.

Duties

- Making sure the right things are being done, by the right people, at the right time and in the right way.
- Bringing the latest trends to the high street at affordable prices.
- Recruiting, training, appraising and supervising staff.
- Taking the time to coach colleagues by example every day, on and off the shop floor.
- Maintaining awareness of market trends in the retail industry, and monitoring what local competitors are doing.
- Ensuring the necessary health and safety checks are completed daily.
- Analysing sales figures and forecasting future sales volumes to maximise profits.
- Responding to customer complaints and comments.

High Street Fashion Store - Coventry

ASSISTANT RETAIL MANAGER Jan 2009 - Apr 2009

Duties

- Driving and maximising the sales and profitability of the store to achieve core growth.
- Analysing sales figures and forecasting future sales volumes to maximise profits.
- Monitoring product availability levels throughout the day and replenish stocks to ensure 100% availability.
- Using information technology to record sales figures and for data analysis and forward planning.
- Forecasting retail channel requirements.
- Dealing with staffing issues, including recruiting potential staff and providing or organising training and development.
- Promoting the organisation locally by liaising with the community in general.

Department Store - Birmingham

RETAIL SALES ASSISTANT Aug 2007 - Jan 2009

Fashion Shop - Coventry

SALES ASSISTANT May 2007 – Aug 2007

KEY COMPETENCIES

Sales skills

- Able to manage complex sales processes and negotiations to a successful conclusion.
- Excellent verbal and written communication skills.
- Strong marketing orientation with the ability to develop strategies to edge out the competition.
- Constantly looking at way to improve performance, achieve set targets and build the company's brand. Shi
- Spotting sales opportunity and cross-selling.
- Implementing change and ensuring your close-knit team are always up to speed.
- Rolling out new initiatives.
- Making recommendations on merchandising and product presentation.

Managerial skills

- Always maximizing profits while keeping costs at bay.
- Experience of managing small retail stores right through to large 4000 square foot outlets with turnovers of over \$1.2 million.
- Proactive and able to use initiative with a `common sense` approach to solving problems.
- Taking the initiative, especially when it comes to dealing with customers.
- Effective store operations.
- Keeping costs within budget.
- Ensuring the store is commercially viable.

Personal skills

- Willing to lead from the front and happy to roll up sleeves and help out.
- Setting an example of exceptional management and developing and driving the performance of a team.
- Possessing a outgoing and confident personality.
- Enjoy working in a fast paced/target driven environment.
- Strong attention to detail.
- Ambitious and possessing a lot of self motivation.
- Excellent communication and influencing skills.
- Strong willingness to learn.

ACADEMIC QUALIFICATIONS

UNIVERSITY NAME

Degree name	Grade	Study dates
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COLLEGE

Qualification / subject	Grade	Study dates
Qualification / subject	Grade	
Qualification / subject	Grade	

SCHOOL

Degree name	Grade	Study dates
Qualification / subject	Grade	
Qualification / subject	Grade	
Qualification / subject	Grade	

HOBBIES

Use this section to show case your personality and use it as a chance to portray yourself as a exciting person who is worth meeting and whose expertise goes beyond that of the basic work duties. Focus on good talking points that will catch a employers eye, points you could mention are; singing, dancing, going to the movies, sports, travelling, and any other unusual extracurricular activities.

REFERENCES

Available on request



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