

# Mark Williams

## Store manager

### AREAS OF EXPERTISE

*Strategic planning*

*Market & competitor analysis*

*Customer service*

*Product launch*

*Brand marketing*

*Maximizing sales*

*Retail environment*

### PROFESSIONAL

*Diploma in Retail Skills*

*First Aid*

### PERSONAL SKILLS

*Innovation and flair*

*Communication skills*

*Target orientated*

### PERSONAL DETAILS

*Mark Williams*  
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*Coventry*  
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*DOB: 12/09/1985*

*Driving license: Yes*

*Nationality: British*

### PERSONAL SUMMARY

A commercially aware and highly successful retail store manager with a proven track record in driving business forward whilst delivering high retail standards. A consistent track record of improving efficiency, maximize profits whilst minimizing costs. Ability to manage daily operations, and planning the use of materials and human resources to ensure maximum efficiency.

Mark enjoys and thrives working in a customer focused environment and is currently looking for a suitable store manager position.

### WORK EXPERIENCE

#### ***Fashion Store – Coventry***

**RETAIL STORE MANAGER**      June 2008 - Present

Responsible for ensuring a consistently high standard of presentation in the store and making sure that all available space in the store is effectively utilized. Focused on maximising the customers shopping experience.

#### ***Duties:***

- Responsible for the daily managing of staff and the assigning of duties.
- Managing and motivating staff to increase sales and ensure store efficiency.
- Analysing store sales figures.
- Developing, researching and implementing marketing strategies.
- Maintaining awareness of market trends and monitoring local competitors.
- Managing up to 8 members of staff.
- Manage budgets set by Retail Area Managers.
- Manage and address shrinkage and stock loss.
- Maintaining accurate records of all pricings, sales, and activity reports.
- Ensuring all corporate and local regulations and procedures are met and complied with.

### KEY SKILLS AND COMPETENCIES

- Proven track record of increasing sales and turnover.
- Experience of managing KPIs and performance management.
- Experience of processing sales enquiries to a successful conclusion.
- Commercially and operationally minded.
- Able to inspire store staff to keep ahead of the competition.
- Knowledge of working with brands and their guidelines.
- Push civic engagement & social responsibility agenda within the store operations.
- Responding to and comments and resolving customer complaints.
- Ability to increase profitability through excellent service and the effective management of retail space.

### ACADEMIC QUALIFICATIONS

BA (Hons)      Retail Buying (fashion)

***Nuneaton University    2005 - 2008***

A levels:      Maths (A) English (B) Technology (B) Science (C)

***Coventry Central College    2003 - 2005***

**REFERENCES** – Available on request.

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