

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

Department Store - Birmingham

RETAIL SALES ASSISTANT Aug 2007 - Jan 2009

KEY COMPETENCIES

- 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.

ACADEMI QUALIFICATIONS

Birmingham North University: Retail Marketing BA (Hons) - 2004 - 2007

City & Guilds: Marketing Diploma - 2004

Birmingham South College: A levels - Maths (B) English (A) Business Studies (B) - 2002 - 2004

REFERENCES

Available on request



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