

Richard Holmes

Retail Sales Manager

AREAS OF EXPERTISE

Increases Sales & Margins

Developing Initiatives

Identifying Market Trends

Selling to Customers

Staff Management

Meeting sales goals

Online Marketing

Product Pricing

Latest Fashions

Retail Buyer

Creating Brand Awareness

Lead Conversion

Staff Development

PROFESSIONAL

Advanced First Aid

*Marketing Director of a
Environmental Charity
(voluntary position)*

*Fluent in English, French,
German*

PERSONAL DETAILS

Richard Holmes
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Nationality: British

PERSONAL SUMMARY

A very experienced and effective Retail Sales Manager who has a long track record of increasing profitability and consistently raising the effectiveness of sales representatives. Richard has above average interpersonal and sales skills, and possesses a great deal of enthusiasm, energy, and the ability to work in the field with executives. As a hands on leader he always inserts a great deal of personal attention and involvement into the execution of company merchandising, operational programs and direction. He is now looking for a suitable managerial position with a firm that is looking for applicants who have the desire to make a real and measurable difference.

SALES ACHIEVEMENTS & CAREER HISTORY

Retail Store – Birmingham, UK

RETAIL SALES MANAGER Jan 2012 – Present

Sales Target: \$1 M - Sales Achieved: \$1.2 M

Responsible for day-to-day commercial operations in the Shop and its online activities. Also in charge of ensuring legal compliance in all activities, and for increasing turnover and profitability.

Duties:

- Monitoring the performance of the sales staff & addressing any shortcomings.
- Coming up with solutions to tackle the activity of competitors.
- Managing stock levels and making key decisions about stock control.
- Liaising with suppliers on a day-to-day basis to ensure stock is delivered on time and to schedule.
- Ensuring that all staff treat customers in a friendly and polite manner and do everything in their power to exceed a customer's expectations.
- Collecting customer feedback in a courteous, efficient and timely manner.

Furniture Store – West Bromwich, UK

RETAIL SALES MANAGER Jan 2011 – Dec 2011

Sales Target: \$2 M - Sales Achieved: \$2.5 M

Clothes Shop – Coventry, UK

STORE MANAGER Mar 2010 – Jan 2011

Sales Target: \$1.6 M - Sales Achieved: \$2.2 M

KEY COMPETENCIES AND SKILLS

Retail Sales

- Establishing action plans to drive the performance of sales.
- Developing productive relationships with work colleagues.
- Always monitoring new developments in the retail sector.
- Developing, initiating and maintaining complex filing systems.
- Analysing sales figures and forecasting future sales volumes to maximise profits.

ACADEMIC QUALIFICATIONS

Central Coventry University, West Midlands 2002 - 2005

BA (Hons) – Sales & Marketing

North Birmingham College, West Midlands 2001 - 2002

Diploma in Hotel Management

NEBOSH Health and safety general certificate

REFERENCES – Available on request.



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