RETAIL MANAGER

**VALENTINA**

[**VALENTINA.362304@2freemail.com**](mailto:VALENTINA.362304@2freemail.com)

A results driven professional with over 13 years experience in fashion and retail industry, I’m able to drive the sales growth and to maximize profitability by developing a friendly, well trained sales team who are always highly visible to customers and responsive to their needs. Being focused on customer service and by an efficient interpersonal communication which offer me a hands-on style of management and the ability of leading by example , I’m currently looking for a managerial position with an exciting and ambitious company

**SUMMARY OF EXPERTISE**

* Customer Service Focus
* Sales and Store Management
* Action plan design and implementation
* Brand Analysis
* Creating Brand Awareness
* Stock and inventory management
* Driving profitability
* Training and motivational activities
* Monitoring competition
* Business planning and reporting

**WORK EXPERIENCE**

**Retail Manager – ZARA**

**Azadea Group**

September 2006 – January 2017

* Achievement of Sales objectives and Shop KPI
* Reporting by collecting, analyzing, and summarizing information
* Maintenance of inventory by checking merchandise to determine inventory levels; anticipating customer demand
* Training the store staff by reviewing and revising orientation to products and sales training materials; delivering training sessions; reviewing staff job results and learning needs with retail store manager; developing and implementing new product training.
* Competition evaluation by visiting competing stores; gathering information such as style, quality, and prices of competitive merchandise.
* Purchasing inventory by researching emerging products; anticipating buyer interest; negotiating volumes; placing and expediting orders.
* Maintenance of the stability and reputation of the Brand by complying with the corporate identity and the legal requirements.
* Maintaining quality service by establishing and enforcing organization standards.

**Retail Sales executive**

**SC Global NET SA**

August 2003 – August 2005

* Responsible for new sales in the assigned territory, against a fixed quota via prospecting, qualifying and deal closing
* Management of client relationship through all phases of the sales cycle.
* Providing consultative solutions sales process to prospects.
* Development and maintenance of prospect and customer list in the CRM system.



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* Gathering competitive & market intelligence information.
* Supervising subordinate personnel including: hiring, determining workload and delegating assignments, training, monitoring and evaluating performance, and initiating corrective or disciplinary actions.
* Establishing sales goals for the team, with specific personal goals, encouraging multiple selling and reviewing incentive updates.
* Plan, organize, and direct overall workplace functions; coordinate time, vacation schedules and staff coverage; establish workplace procedures; authorize billings/expenditures; maintain records.
* Providing and demonstrating selling and marketing techniques.
* Coordination and liaising between agency or work unit and other agencies, work units, organizations, suppliers, etc.
* Inventory processing.

**Laboratory Chemist**

**CELCO SA**

October 1998 – March 2003

* Completing hands-on application work on technical service projects for existing products and new products entering the commercialization phase.
* Conducting, under guidance technical comparison, of the products vs. competitive products in industry specific application tests and provides the respective results/analyses/path forward.
* Complete technical application tests of products for troubleshooting to derive product recommendations and/or formulation recommendations by using multiple product lines of the portfolio and for support of growth opportunities and recommendation of next steps.
* Performing of technical testing and assessment of individual products via application testing and other analysis, providing others with respective results/analyses and recommendation of next steps.
* Ensuring and working in compliance with EH&S and ISO standards.

**EDUCATION**

**Bachelor in science - Chemistry** [2000–2004]

Faculty of Applied Sciences and Engineering, University *“Ovidius”* of Constanta, Romania

**COURSES AND TRAININGS**

**Management development program** (March–April 2015)

Conducted by Azadea Group

**COMPUTER SKILLS**

MS Office Suite (Word , Excel, PowerPoint, Outlook)

NAVISION

**FOREIGN LANGUAGES**

Romanian: Native (reading, speaking, writing)

English: Professional level (reading, speaking, writing)

Italian: Basic (reading, speaking, writing)

**REFERENCES**

Available on request

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