

Patrik Cimprich

Allocator

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Languages

English (Fluent)

Slovak (Native)

Czech (Fluent)

About

Experienced retail professional with a background in luxury fashion and merchandising. Skilled in stock management, customer service, and sales optimisation. Proven ability to enhance store performance and deliver exceptional customer experiences. Available 8-12 hours per week, including evenings and weekends.

BRANDS WORKED WITH

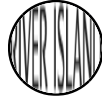
River Island

Diesel

COS

Loom Digital

Experience



Allocator

River Island | Aug 2023 - Now

- I managed stock for Menswear Jersey, Knitwear and Outerwear (£1 mil. stock worth) to ensure optimal replenishment and first allocations are achieved for given departments.
- I utilised Nexttail to accurately allocate stock to all channels – Wholesale, Ecommerce, UK stores and Franchise - in line with the distribution plan.
- Through strong relationships with Core Merchandising counterparts, and excellent knowledge of capacity, option plan and sales trends, make informed decisions on allocations.
- I provided administrative and analytical support to senior Merchandisers as well as being in charge of reviewing available reporting, including Nexttail parameters, conducting regular store visits and website reviews.
- Regularly monitoring key lines availability, and making allocation adjustments to ensure stock is where the demand is.



Supervisor

Diesel | Jul 2022 - Jun 2023

- I implemented established business strategies, assigned roles and tasks to team members according to their strengths and abilities to achieve store KPIs and targets.
- As the Supervisor of a team of 8 sales associates, I successfully elevated business performance by implementing selling techniques that optimised the team's potential.
- I demonstrated a deep understanding of Diesel's brand values, luxury standards, and product knowledge, consistently delivering exceptional customer experiences that truly embodied the essence of the brand culture.
- I proactively adopted Customer Data Management (CDM) strategies to build solid and professional relationships, identify client needs, and increase sales opportunities.
- I developed and implemented campaign and merchandising strategies, which encompassed visual merchandising and product placement, all aimed at elevating the customer shopping experience, boosting foot traffic, and increasing in-store sales.

Merchandising Admin Assistant

COS | Sep 2021 - Jul 2022

- I managed Ladies Leisure and Accessories intake across e-commerce to ensure the department's KPIs and performance targets are consistently met.
- I diligently oversaw product replenishment for best-selling items in the online store and promptly executed stock moves from physical stores to expedite sales on the online website.
- I conducted competitor research to identify market trends and potential missed opportunities for the business and translated these findings into presentations/visual mood boards.
- I took charge of internal user-generated content (UGC) shoots to strategically drive email marketing conversions.
- I collaborated with the marketing team to devise creative solutions for marketing briefs, enhancing brand image, online visibility, and customer engagement for COS.
- I maintained close collaboration with various business functions, in-

cluding buying, e commerce, store merchandising, digital marketing, and PR teams, to successfully accomplish weekly objectives.

- **Marketing Intern**

Loom Digital | Sep 2019 - Mar 2020

- I supported the marketing team in the development and execution of marketing campaigns, including conducting market research, competitor analysis, and gathering data insights to contribute to campaign strategies.
- I managed and monitored social media platforms, including content creation, scheduling posts, engaging with the audience, and analysis of social media metrics to identify opportunities for improvement.
- I assisted in client communications, including preparing reports, presentations & marketing materials, coordinating meetings, and providing updates on project progress to ensure client satisfaction and alignment with project objectives.

Education & Training

2021

- **University for the Creative Arts**

MA Fashion Business and Management,

2020

- **University of the West of England**

Bachelor of Arts,