



Real Vorfa

Senior Retail Manager

📍 London, UK

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Languages

English (Fluent)

German (Work Proficiency)

Spanish (Work Proficiency)

Italian (Native)

Albanian (Native)

About

Experienced sales manager with affinity for luxury clientele and luxury customer goods. Expertise in efficiently managing retail teams and exceeding sales targets, having worked for prominent luxury retailers in Milan and London. Culturally knowledgeable and capable of professionally communicating in English, Italian, Spanish and German.

BRANDS WORKED WITH

diptyque

Eataly

Excelsior Milano

Fortnum & Mason

Live Events S.R.L.S

Olfattorio s.r.l.

Rinascente

Experience



● Retail Manager - Fashion, Jewellery, Perfumery & Beauty

Fortnum & Mason | Jun 2021 - Jun 2023

- Reported to Head of Retail, managing a team of 40+ employees spanning 3 Floor Managers, 12 Concession Managers and 2 Supervisors, as well as daily collaboration with buyers and merchandisers
- Outperformed pre-pandemic sales targets by 15%
- Arranged personalised experiences for top tier clients including international royal family members
- Helped develop and implement a Mystery Shopping program, resulting in a 40% increase in customer satisfaction
- Development of weekly and monthly reports on sales figures and KPI's for Executive audiences
- Collaboration with Marketing team on in-store campaigns and events, such as Stephen Webster, Kiki McDonough, Launer, Roja Parfums and Xerjoff, as well as brand representation at partnership events, including the Fragrance Foundation Awards
- Oversaw CRM activities and increased open rate of email newsletter by 60%
- Motivated, coached and developed coworkers, helping the company identify future managers



● Floor Manager - Fashion, Jewellery, Perfumery & Beauty

Fortnum & Mason | Dec 2017 - Nov 2021

- Team management of 20+ employees including organising payroll, rotas and holidays
- Acting as main point of contact for VIP customers
- Setting team targets in alignment with business objectives
- Continuous insurance of compliance with health and safety legislation
- Met and exceeded annual sales targets by 20% on average between 2017-2021



● Retail Supervisor - Fashion, Jewellery, Perfumery & Beauty

Fortnum & Mason | Sep 2016 - Dec 2017

- Management of professional activities for all sales associates in Perfumery, Beauty, Fashion & Fine Jewellery
- Training and mentoring of new team members
- Managing customer enquiries concerning goods and services

● Senior Event Manager

Live Events S.R.L.S | May 2014 - Jun 2016

- Event manager at Milan Fashion Week runway shows and private events for luxury brands such as Prada, Gucci, Fendi, Dolce & Gabbana, Bottega Veneta and Swarovskilce & Gabbana, and Swarovski.



- **Assistant Area Manager**

Excelsior Milano | Dec 2014 - May 2016

- Multi-site management of 3 boutiques featuring luxury fragrance brands such as Van Cleef & Arpels, Boadicea the Victorious, TFK and Histoires de Parfums



- **Assistant Area Manager**

Olfattorio s.r.l. | Nov 2013 - Dec 2014

- Multi-site management of 6 boutiques and accounts featuring luxury consumer goods from brands such as Diptyque, Penhaligon's, Byredo, L'Artisan Parfumeur, Miller Harris and Aēsop
- Company representation in some of the world's leading fragrance trade fairs, such as Pitti Fragranze



- **Sales Consultant**

diptyque | Feb 2013 - Nov 2013

- Supported opening the first Diptyque boutique in Milan



- **Sales Consultant**

Rinascente | Nov 2011 - Feb 2013

- Managed sales for brands such as Ralph Lauren, Stone Island and Diesel.



- **Senior Retail Manager**

Eataly | Jun 2023 - Now

- Reporting to Head of Operations and working with senior management team to translate sales strategy and objectives into a clear and deliverable plan
- Managing a team of 50+ employees and responsible for hiring, mentoring and training 4 Floor Managers and 4 Assistant Managers
- In charge of online activity in relation to traffic acquisition, sales and conversion
- Negotiating partnership agreements with new suppliers