



Bonnie Crowther

Assistant Manager

📍 London, UK

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Languages

English (Native)

Spanish (Basic)

About

I am an organised, creative, and passionate person who is experienced in producing and delivering highly effective commercial strategies. I thrive within high pressure, deadline-driven environments and being the catalyst for solving the challenges retail can bring. I strive to maintain a high level of standards in all aspects. Having experience in a range of retail departments from visual merchandising, management, buying and merchandising. I am working within a wide variety of environments effectively, in cooperative and supporting roles, along with achieving and completing tasks on my own. I have shown initiative, contentiousness, and dedication, driven by extraordinarily ambitious and self-motivated.

BRANDS WORKED WITH

Harrods

JD Sports

Mansfield

Scotch & Soda

Sweaty Betty

Experience



● Assistant Manager – Visual Merchandiser

Scotch & Soda | Feb 2022

Working with the Netherlands and UK visual manager to ensure standards and guidelines are met Introduced money mapping, Floor walks and additional reporting to ensure maximum commerciality Setting the standard for all new UK store openings to follow Ensuring that all standard operations run smoothly, and goals are met Taking the lead on training and team development, recruitment, and onboarding of new employees Reporting critical information and performance indicators Proactively working with the Area Manager to improve performance Working with your team to deliver the best customer experience



● Channel Operations Allocator

Sweaty Betty | Apr 2021

As part of the channel operations team as an allocator liaising with all channels such as China, Singapore, US, concessions, and UK stores. I have implemented new reports that show how much stores order online in stores and the profitability of window displays and visual merchandising: Allocating stock to stores both in the UK and Internationally, making sure the stores receive replenishment and answering all stock queries Maintaining stock accuracy across all channels. Aiding key stakeholders with stock and sales reporting & general admin. Analysis of sales figures and merchandising performance Planning stock allocation for each store Organising stock transfers and movement within the business Liaising closely with warehouses, stores, and other Head Office departments

● Visual Merchandising Manager

| Sep 2018 - Mar 2020

Whilst in my position as visual merchandising manager at base I led the transition of ways of working in the business from a visual merchandising and allocation aspect. Created guidelines along with VM directives for strong storytelling to maximise sales Set the visual standards and support the retail team to ensure that they are achieved Designed visually exciting brand installations, including instore pop-ups and window collaborations with brands Managed the sourcing and production of all visual tools and equipment needed to deliver EMPLOYMENT HISTORY (CONTINUED)



● Assistant Manager

Harrods | Jan 2018 - Sep 2018

I started as the visual merchandising supervisor for Agent Provocateur and was promoted to Harrods own assistant manager. In my roles, I have gone above and beyond by: Leading a team of 75, including ten brand managers and two visual merchandisers Weekly meeting with the buying team looking at sales, stock capacity and KPIs Maintaining

maximum levels of customer service to ensure a culture of exceptional service. Promoted clienteling amongst the team and updated the customer database. Assisted with the day-to-day retail operations in store, e.g., key holding, staffing, VM, stock/delivery, admin, banking, house-keeping. Training and mentoring to ensure accountability for delivering performance targets. Supported leading the store through the new global refit. Introduced money mapping and looking into sales to ensure commerciality. Created a visual merchandising photo feedback template for the UK VM team. Ensure all visual merchandising campaigns are up to date and launched on time.



● Designate Manager

JD Sports | Sep 2017 - Jan 2018

As JD Bluewater's flagship designate manager, I have implemented and achieved with my team: Leading a team of 90, including a 1-floor manager, 9 supervisors and two visual merchandisers. 750sqft, 9m turnover store over one floor. Supported recorded braking figures, £140,000 on Black Friday. Recruiting and training staff to an exceptional level. Supported several candidates in training programs who have become supervisors. Providing support to the Store Manager to ensure that store targets are not only met but, where possible, exceeded. To organise the enthusiastic and dedicated team to achieve these goals. Overseeing pricing and stock control. Maximising profitability and setting/meeting sales targets, including motivating. Preparing promotional materials and displays. Ensuring visual merchandising met guidelines and new season layouts.

● NIKE | Visual Presentation Lead

Mansfield | Mar 2015 - Aug 2017

Within my time at Nike, I progressed from VP assistant to VP specialist, then became the VP Lead for the first global concept store in King's Cross. I supported store openings along with supporting campaigns in stores such as Nike Town London, Hackney, Whitecity and Bluewater. Supported leading the opening of the world's first Nike Central Store, a 9000 sqft store over two floors with an annual turnover projection of £6.5m. Developed and lead a team of 5 Visual presentation representatives. Worked with Nike Allocation and buying to ensure key stories and styles are secured for commercial success. Successfully training team members to progress onto higher roles via 121's, cfe's, pap's & constant feedback. Hosted bi-weekly training sessions on VM standards, updates along with product launches, technology, and customer service training. Making critical commercial decisions using the money mapping tool I created. Lead biweekly director walkthroughs to align brand vision with local consumers. Analyse departmental performance and be able to improve where necessary using best/worst sellers. Liaised with contractors to ensure initiatives/campaigns are set up within the time frame.