



Federica Molendi

Allocator (MAA) & Visual merchandiser

📍 London, UK

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Languages

Italian

Spanish

English

About

Commercial, flexible, and creative individual. Well organised, self-motivated, with enthusiasm and the ability to deliver the tasks on time. Proficient in understanding the current trends, social media, and culture. Ability to work as a team under pressure in a fast-paced environment with great attention to detail. I have a strong sense of commerciality and creativity got it over my seven years of experience in high street retailers . Thanks to the recent experience as MAA at Selfridges, I obtained a strong understanding of the dynamics in Communication skills, computer literacy, creativity, time management skills and many others admin's knowledges.

BRANDS WORKED WITH

Boden

David Jones

Guess Australia

Massimo Dutti

Selfridges

Zara Uk

Experience



● Allocator (Merchandiser admin Assistant)

Selfridges | Jun 2022 - Now

- Maximise and optimise both stock availability through best use of auto replenishment, allocation and actions to make
- Action transfer of stock between stores and DC once agreed and ensure that RTV deadlines are met.
- Maintain an up-to-date knowledge of the department, concession performance, best and worst sellers, competitor activity etc.
- Input markdown following direction from the Merchandiser/AM.
- Work with the DC to resolve queries and to highlight any unresolved problems
- Chase suppliers for delivery of orders within the allocated delivery window and assist with booking in at DC where necessary
- Monitor supplier fulfilment rates on deliveries and highlight any poor suppliers to AM
- Provide weekly, seasonal and ad-hoc analysis for the Buyer and Merchandiser to inform them of risks and opportunities
- Maintain an up to date knowledge of the relevant systems (Retek, Excel, Essbase) and to attend training when required
- Strong retail knowledge and an understanding of Merchandising
- Be able to multi-task, prioritise and work to tight deadlines, whilst maintaining excellent attention to detail
- A great communicator, both verbal and written. You excel in the relationships you build with stakeholders, able to work across various teams



● Merchandiser Planning Admin Assistant BODEN

Boden | Sep 2021 - Jun 2022

- Generate accurate delivery forecasting for the weeks ahead
- Produce weekly delivery summary for department and feedback to department weekly
- Resolve all warehouse delivery queries within 24hrs
- Monitor weekly returns analysis report
- Manage visibility of products on website
- Liaising with suppliers, to ensure products are delivered on time, quality issues are dealt with in a timely manner
- Setting up purchase orders using initial order confirmations, monitoring, and carrying forward lines
- Advising the merchandise planner of necessary actions and inputting actual purchase order shipment and delivery dates into the critical path.
- Taking ownership and finding solutions



● Visual merchandiser

Massimo Dutti | Feb 2020 - Aug 2021

- VM of Ladieswear and Menswear
- Organizing the effective and efficient utilization of store space.
- Working closely with the Management & Buying team to increase sales

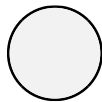
- Recommending brand, price point and buying depth strategies
- Involved in rearranging, remerchandising & replenishing new stock as it arrives.
- Analyzing sales figures and forecasting future sales volumes.
- Communicating with other retail channels on overall business plans.
- Coordinating store display in line with brand guidelines and strategy.
- Delivering weekly floor moves, window installations and mannequin styling.
- Knowledge of current seasons bestsellers and competitor key trends along with awareness of trends
- Strong eye for products
- Translating catalogues & promotions into real designs on the showroom floor.
- Reporting on mark down strategies, current performance, and market trends.
- Identify and analyze best-selling and underperforming lines.

● Visual merchandiser

Guess Australia | May 2018 - Nov 2018

VM of Ladieswear, Kidswear, Menswear and Accessories

- Work with Management and Regional Team for the new opening stores (Brisbane and Melbourne) Developed floor plans and displays to maximize sales.
- Analysed flow of traffic in store to ensure 80% more visibility of displays.
- Execute merchandising strategies using visual displays throughout the store.
- Contribute to the store's visual appeal to bring in customers.
- Strong eye for detail and organizational skills and strives for a high level of accuracy



● Visual merchandiser

David Jones | Apr 2017 - Sep 2017

Window dresser

- Following company guidelines, implement all VM initiatives, window schemes and styling direction to the highest possible standard
- Work closely on global VM strategy/calendar to create visually impactful presentations in store
- Able to demonstrate excellent brand understanding

● Visual Merchandiser

Zara Uk | Nov 2015 - Jan 2017

Implementing business criteria and projects agreed with the Regional team

- Organising, supervising and checking the Product in every section of the store
- Take care of the image of the store
- Cooperating with Operations to set up merchandise moves between store and warehouse
- Ensuring that best-sellers reach their full potential.
- Excellent attendance and time keeping standards