



# Fiss Zewdie

Concession Team Lead (Selfridges, London)

London, UK

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

## About

Dynamic Sales Manager with strong commercial and business acumen combined with an inspirational and motivational leadership style. Proven ability to maximise profit on sales and store performance through setting challenging and realistic targets for the team. Solid leadership skills; able to build and guide top-performing retail teams. Passionate about customer service and continuous improvement and able to manage change successfully. Adept at prioritising conflicting demands and communicating effectively with colleagues, suppliers and internal departments to meet company objectives.

### BRANDS WORKED WITH



## Experience

### ● Concession Team Lead (Selfridges, London)

Waterford Wedgwood Royal Doulton | Jun 2022 - Oct 2022

- Supervise the training, development, and motivation of the new starters to achieve the highest possible levels of customer service and performance with the help of the Brand Development Manager
- Support the Manager with various daily duties such as supervising the shop floor and management of breaks
- Lead by example, acting as a sales and service ambassador to inspire exceptional customer service within the team
- Observe and coach the team to ensure they are maximising every sales opportunity
- Providing constructive feedback based on the level of service experienced.
- Ensuring that sales targets are reached for the team by supporting the manager through communication tools
- Help to communicate corporate announcements and conveyed in an accurate manner
- Work with VM to adhere to company shop floor standards and make sure that stockrooms and warehouses are in line with company expectations.
- Build strong working relationships within Selfridges and the Fiskars Group such as Visual Merchandise and HR



### ● Supervisor

The White Company | Jan 2022 - May 2022

- Supervise the team to optimise the customer experience as part of TWC multi-channel strategy
- Supervise the training, development and motivation of staff in order to achieve highest possible levels of customer service and performance
- Ensure that customer service standards are adhered to and business opportunities are maximised.
- Awareness and supervision of the store presentation – including cleanliness, visual display and merchandising so, it is reflective of the brand
- Responsibility for holding keys to the store, opening and closing the store, completing relevant checklists and cash handling
- Driving sales on the shop floor in the absence of senior management – optimising sales and customer service at all times



### ● Sales Advisor Temp

The White Company | Oct 2021 - Jan 2022

- To provide excellent customer service and surpassing customer expectations at every Opportunity
- To identify customer needs and answer product related questions. Be able to respond to queries on product's price, features and benefits

- To ensure that all customers' mail orders are completed efficiently and on time
- To take every opportunity to capture customer data to expand TWC database and encourage customer loyalty

### ● Assistant Store Manager

Base Childrenswear | Sep 2019 - Jun 2020

- Assist the Retail Store Manager in planning and implementing strategies to attract customers
- Coordinate daily customer service operations (e.g. sales processes, orders and payments)
- Track the progress of weekly, monthly, quarterly and annual objectives
- Monitor and maintain store inventory
- Evaluate employee performance and identify hiring and training needs
- Supervise and motivate staff to perform their best
- Coach and support new and existing Sales Associates
- Monitor retail operating costs, budgets and resources
- Suggest sales training programs and techniques
- Communicate with clients and evaluate their needs
- Analyze consumer behavior and adjust product positioning
- Handle complaints from customers
- Research emerging products and use information to update the store's merchandise
- Conduct regular audits to ensure the store is functional and presentable
- Make sure all employees adhere to company's policies and guidelines
- Act as our store's representative and set an example for our staff

### ● Assistant Store Manager

Moss Bros. Group Plc | May 2018 - Sep 2019

- Leading and developing a team and delivering excellent customer service that in turn helps maximise sales for the business, both in stores and online.
- Ensuring the store standards support the Moss Bros brand image.
- Supporting the Store Manager in delivering a plan to meet commercial targets.
- Every (potential) customer leaves the store with the view that Moss Bros can offer them expertise and assistance so they can dress with style and pride.
- Sales results and other KPI's in retail and hire are delivered against target.
- Performance development plans delivered for all employees.
- High level of visual store standards consistently delivered.
- Stock is managed in compliance with process.
- Creating a happy, healthy and safe team environment.

### ● Assistant Tennis Coach (Volunteer)

Zekel Tennis Limited | Jun 2017 - May 2018

- Coaching and mentoring children to develop tennis skills aged 4 - 10.
- Helping children develop their performance through coaching a variety of tennis techniques including forehand, backhand and serving etc..
- Creating a safe environment for the kids to participate in.
- Encouraging participants in the group to participate in all activities and push themselves to achieve optimal performance.
- Encouraging team work and sportsmanship between groups to develop soft skills.
- Organising and planning activities beforehand to ensure smooth delivery.

### ● CARING FOR FAMILY MEMBER/ CAREER BREAK

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### ● Section Sales Manager - Children Clothing

Tryano | Jan 2016 - May 2016

- Maintained an up-to-date awareness and knowledge of the retail industry and any competitor activities in order to retain and improve market share
- Attended team briefings, cascading relevant and timely information to the staff and raising any issues from the previous day in order to improve

service levels

- Held regular team meetings with staff to energise and motivate the team to succeed in achieving their sales targets and personal goals
- Scheduled staff rotas and dealt with sickness and other absences ensuring the full complement of staff were present at the store
- Investigated and responded to customer complaints and comments in line with company protocols and policies
- Navigated the shop floor on a regular basis, discussing issues with colleagues and staff as well as listening to customer comments and resolving any urgent issues
- Demonstrated confident leadership, good decision making and a commitment to delivering excellence in customer service



## ● Sales Manager - Beauty

Harrods | Nov 2006 - Jan 2015

- Responsible for profitably running the department, maximising company's profit through achievement of sales targets whilst minimising costs and overheads
- Interpreted current trends in order to develop strong forward planning and analysed sales figures to increase revenue
- Managed the staff by conducting team briefings in the morning, delegating jobs and informing the staff of any company and store updates
- Held regular team meetings to energise and motivate the team to succeed in achieving their sales targets and personal goals
- Carried out regular staff appraisals and performance reviews, scheduling rotas and dealing with sickness and other absences
- Identified staff requirements, managing the selection and interviewing of appropriate candidates, induction training and on-going personal development
- Implemented business objectives and performance, new initiatives and other activities with the team, reporting successes and issues to senior managers on a regular basis
- Organised a calendar of in store promotions and events, advertising special offers and discounts on products as well as promoting store cards
- Increased staff morale and created excellent and beneficial working relationships within the team, colleagues and senior management

## ● Account Manager

Kenneth Green Associates ( Harrods) | Dec 2000 - Nov 2006

- Responsible for managing and developing branded marketing campaigns to promote the companies services and products using various strategies such as media advertising, direct mail, company websites and promotional events
- Conducted research and analysed market trends, identifying target markets and how best to reach them
- Developed strong and effective branding strategies based on results of detailed and accurate research within the consumer demographic
- Planned and managed several types of brand development campaigns from concept to completion and ensured costs, resources and campaign milestones were achieved
- Managed a team of branding executives, setting targets for campaign results and providing staff with strong and clear leadership
- Increased staff morale and created excellent and beneficial working relationships within the team
- Prepared reports and data analysis on the effectiveness of brand marketing strategies and campaigns
- Developed and implemented initiatives to drive the business forward and maximising market reach
- Liaised with professional teams from other departments and maintained productive working relationships