

Dilnoza Gulyamova

Store retail Manager/ assistant manager

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Languages

Turkish

Russian

English

About

As an experienced fashion consultant I have gained many skills within the industry ranging from managing client expectations to advising the latest trends for wholesale for companies, to working and building up increased profit margin overall. I have excellent client relationship building skills and a strong ability to communicate effectively building bridges between fashion trends and wholesale suppliers and retailers. I have over 10 years of experience in the sector and continue to build my knowledge and understanding.

BRANDS WORKED WITH

Copper

OYA London

Stylista LTD

Experience

● Store Manager/Head of Merchandising

OYA London | Jan 2022 - Now

- Overall management and running of the store and purchasing department
- Managing all staff rota for the store
- Managing financials for the store including wages and merchandising purchasing
- Arranging staff meeting weekly and setting sales targets
- Training of new and current staff for better customer service
- in charge of Shop floor visuals and merchandising to ensure latest seasonal trends are on display
- Helping online sales and ensures improvements are made to increase sales
- Managing social media accounts for the store/outlet to increase customer buy-in
- Order stock and ensure robust stock control methods are in place. To assist external stock taker with outlet stock takes and ensure agreed GP% margin is achieved
- Ensure adequate wage procedures are in place
- working the floor, providing feedback and support to the team throughout service and spending time engaging with customers
- Dealing with customer complaints and issues and resolving

● Store Manager / Customer Service Lead & Wholesale Manager

Stylista LTD | Mar 2015 - Dec 2021

- Providing excellent customer services to customers ensuring they get the best quality of service and experience
- Providing excellent one to one customer service personal shopper experience to customers a
- Ensure the effective recruitment, and induction, of staff for the store
- Create and manage a relaxed, welcoming, customer-focussed environment for all customers
- Online wholesale management
- Dealing with customers on a day-day basis
- Cash handling and ensuring invoices and outgoing and budgets are captured
- working with suppliers to bring latest fashion clothes to market and to the store
- Wholesale stock control and ordering
- Team management for the whole store
- Assisting with store events and store visualising such as photoshoots
- Market research for latest trends to ensure all clothing and brands are flowing latest market trends for customers



● Jewellery Customer Adviser

Copper | Aug 2012 - Jan 2014

- Providing excellent one to one customer service to customers
- Changing the store front seasonally for increased customer attraction

- Creating and design of new handmade jewellery
- Dealing with bespoke customer design requests
- Catalogue of products and creating a product inventory for the store
- Assisting with day-to-day store tasks
- Ensuring store sales targets are met weekly and monthly

Education & Training

2008 - 2010 ● **Wilson College**

Advanced Diploma for IT Practitioners,