

# Laetitia Calventus

Luxury | Ecom | Customer Service excellence | Retail management and coaching

📍 London, UK

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## Languages

French (Fluent)

English (Fluent)

Spanish (Fluent)

## About

With over 17 years in luxury retail, I excel in customer service and team leadership. Experienced with Dior and Mon Dessert, I enhance satisfaction, drive sales, and manage store operations seamlessly. Fluent in French, English, and Spanish.

### BRANDS WORKED WITH

Dior

Mon Dessert

## Experience



### ● UK Regional Retail Manager

Dior | Jan 2014 - Jan 2020

Reporting to the UK Managing Director, I led a team of 6 managers, retail stores and UK warehouse, with total population of 50. I was responsible for setting and achieving commercial budget; generating profitability and reducing costs. Engaging with partners BAA, Selfridges and Value Retail I identified and initiated further business opportunities; building robust working rapport.

Maximized development efforts by shaping effective strategic vision for regional business in compliance with set regulations, directly reporting to country MD.

Achieved ambitious outcomes as project manager of new boutiques; from detecting business opportunities, negotiating with business partners, participating in designing stores with architecture department, overseeing works to final project delivery and opening.

Attained bottom-line results by initiating effective staff retention strategies; lowest UK staff turnover results, and 0 vacancies when I left.

Recruited and developed loyal clientele by providing highest level of service and satisfaction.

Propelled overall brand success by taking part in public events as brand ambassador.



### ● Deputy Manager

Dior | Jan 2010 - Jan 2014

Based in London flagship store, I devoted appropriate attention to all responsibilities for commercial boutique performance, spearheaded store team and conformed deliverance of top-notch customer service in compliance with set standards. I streamlined functions related to recruiting, hiring, training, on boarding, performance appraisal and evaluation, and retention. I demonstrated high standards and attention to details towards quality-level maintenance of store required by CD in terms of merchandising.

Enhanced productivity and performance through effective training and coaching.

Built reliable relationships with key clients through effective communication and engagement.



### ● Ecommerce Customer Experience Manager

Mon Dessert | Jun 2023 - Jun 2024

Proactively guide and optimize customer journeys to enhance satisfaction and retention.

Gather invaluable customer feedback to nurture and fortify customer loyalty.

Ensure timely and effective follow-up on all customer inquiries and requests.

Collaborate seamlessly with the logistics department to ensure prompt and efficient service delivery.

Contribute to the development and execution of digital marketing strategies for enhanced customer engagement and acquisition.

Spearhead the development and execution of newsletters, aligning with brand image and product launches for impactful communication.

Skillfully manage expectations and foster positive relationships with clients to ensure their needs are met and exceeded.

## Education & Training

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- 1998 - 1998 ● **University North Carolina**  
Marketing summer school , Marketing Bachelor
- 1996 - 1999 ● **INSEEC U.**  
Master Finance & Marketing, Master of Business
- 1994 - 1996 ● **Lycee Daudet Nimes**  
Prepa HEC, Prepa HEC