



# Filippos Apostolos Karakonstantinos

Retail Manager / B2C Strategist

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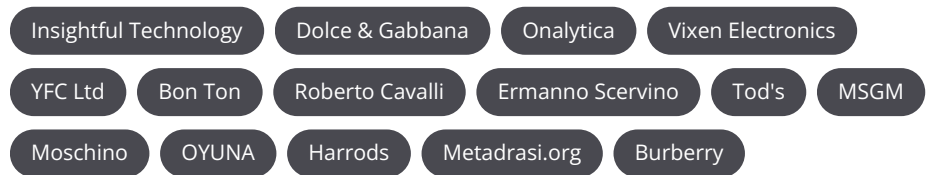
## Languages

- English (Native)
- Greek (Native)
- Turkish (Basic)
- French (Basic)
- Romanian (Native)
- German (Fluent)
- Spanish (Fluent)
- Italian (Basic)

## About

Experienced luxury retail management professional with over 3 years of success in driving sales and luxury customer engagement. Skilled in creating effective in-store and online shopping experiences that boost customer loyalty and sales. Fluent in 8 languages, enabling me to connect with a diverse range of customers on the shop-floor and various key stakeholders. Known for being adaptable and resilient, I excel in leading teams and executing retail projects on time. Proven track record in working, training, and managing shop-floor teams and ensuring high customer service at all times. Throughout my sales career, I achieved on average 110%-120% of the monthly sales targets and the UPT and ATV as set by the respective companies. Ready to bring strong leadership and strategic thinking to your retail management team.

### BRANDS WORKED WITH



## Experience

### ● Retail Manager / B2C Manager (B2C & B2B)

OYUNA Nomadic Cashmere House | Sep 2023 - May 2024

- Created sales and marketing strategies to achieve targets for online and offline channels and reporting accordingly. An increase of 40% in profit was achieved since the last financial year period, while the company finished on a 107% profit margin for 2022-2023.
- Provided excellent customer care and stakeholder management through both online and offline channels; managed various infrastructures like the CRM system of NetSuite and Endear, Shopify, Klaviyo, and social media channels.
- Developed and implemented an online store promotion strategy including SEO, adwords, affiliates, newsletters to drive traffic and generate new leads, while managing the online sales architecture.
- Acquired in-depth knowledge of the competitor positioning through stringent research and created, co-coordinated, and executed cross-channel sales, marketing, and PR campaigns.
- Organised and executed all in-store events, personalization orders, and sample sales at the Music Room.
- Actively devised an action plan for slow-sellers and markdown activities for both B2C and B2B channels.
- Distilled findings for the broader organisation, prioritising content and analysing competitors and substitutes.
- Actively promoted the launch of various new initiatives i.e. concession sales, affiliate programmes, managing go-to-market strategy and overcoming strategic blocks, ready to deliver within budgets and deadlines.
- Proactively sought and implemented knowledge of the wider marketing ecosystem to design and implement optimum methodology, resulting in deeper client penetration, brand awareness, and higher sales.
- Managed the marketing, production, and sales team through change management by delivering learnings from performance and fine-tuning inputs to yield results; delivered training on a bi-weekly basis.
- Crafted and developed procedural documents after careful analysis and bottleneck identification by applying project and process management tools.

### ● Customer Service Manager/ Project Manager (B2B)

Insightful Technology | Sep 2022 - Jan 2023

- Managed all internal compliance technology and development projects from sign-off till delivery, alongside being the team leader for the Bloomberg projects (feed certification, implementation). In charge of Quality Control, Archival/Data Deletion documentation creation, and Quality Risk Management assessment.



- Utilised Zoho CRM and direct communication with clients (Alpha FX, Truphone, Kempen, Bloomberg, Britannia, etc.) through email/phone to build professional relationships and deal with P1-P4 urgency tickets. Bi-weekly and monthly service reviews undertaken with all clients, to exceed expectations and build rapport, where all feedback has always been positive.
- Undertook all onboarding and product adoption for all clients, achieving a 100% retention rate.
- Created visual diagrams, designed marketing materials, and generated weekly and monthly customer reports for all clients.
- Managed research methodology design, proposal, analysis and reporting for work on various verticals.
- Refined and disseminated key panel findings to stakeholders, guiding the business to be more customer-centric and up-selling oriented.



### ● Client Advisor / PR (B2C)

Dolce & Gabbana | Jan 2022 - Sep 2023

- Having worked part-time for various Italian/French brands like MOSCHINO, Roberto Cavalli, Ermanno Scervino, MSGM, Tod's, Roger Vivier, BONTON I decided to pursue my passion for customer service and luxury. Sold all types of products and created outfits for prestigious clients by building the brand's awareness and adopting a consultative sales approach.
- Managed the relationship of more than 200 clients, both existing and prospects through various PR and marketing communications; achieving on average a 70% retention rate and 90% outreach monthly target.
- Achieved on average 110%-120% of the monthly sales target and the UPT and ATV as set by the company; always went above and beyond to delight customers and undertook training of colleagues that were weaker in sales.



### ● Social Media Analyst / Customer Success Executive (B2B)

Analytica | Aug 2021 - Apr 2022

- Managed an overall budget of more than 1.1 million GBP and supported 53 client accounts from a wide array of industries and verticals (i.e. Microsoft, AWS, Medtronic, Dassault Systemes, TNC, Swiss Re, Accenture, Capgemini, Centrica, Dell, VMware, Siemens).
- Undertook social media analysis and provided insights to help clients run successful influencer relationships and reporting. Projects were weekly, monthly, and quarterly around, market penetration, community engagement, social listening, brand building and awareness, and employee advocacy.
- Built the particular programmes/campaigns during the onboarding of clients and made sure to support each of them through the whole customer journey by regular training sessions.
- Offered professional services-support and consultancy, alongside the clients' customer journey, to help brands run influencer marketing campaigns in reaching their targets/KPIs (i.e. Juniper Networks achieved a 10% rise in brand visibility, AWS a 12% rise in market share).
- Undertook market research and analysis and client-specific account analysis to assure retention and renewals, and presented the findings through weekly/bi-weekly meetings. Industry-wide findings were shared with Analytica to improve departmental services, data accuracy, and the company's product offering.

### ● Project Consultant / Analyst (B2C)

Vixen Electronics | Apr 2021 - Aug 2021

- Worked in a team of 5 consultants; defined the niche market for the product VEMS (medical product), defined the value proposition of the product VEMS to diverse customer segments, and proposed a business model for Vixen Electronics, taking into consideration lessons learned from the industry and the customer segments (marketing, market penetration, and profitability strategy).
- Achieved a rise of 7% in website penetration and 10% in customer acquisition.
- Contributed to a case study focusing on enhancing the medical technology adaptability to state care services.

- **Chairman (B2C)**

YFC Ltd | Mar 2018 - Mar 2020

- Set core objectives with the President to create a sustainable diverse YFC team; won the 2019 Society of the Year Award by Bright Network.
- Increased the conference's attendance by 35% through leveraging various PR and marketing strategies under strict budgets.
- Planned and ran YFC 2020; the long-term strategy of the organisation both at strategic and implementation levels and oversaw the whole 27-member committee.

5 internships/placements have been undertaken from 2016-2019, which can be elaborated upon request.

## **Education & Training**

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2021 - 2021 ● **HEC Paris**

Summer Programme, Luxury Management

2020 - 2021 ● **University College London**

MSc - Management (Corporate);, Management

2017 - 2020 ● **University of York**

BA - Politics with International Relations; Politics with International Relations