



Anete Picka

Area Manager

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Languages

English (Fluent)

Russian (Basic)

Latvian (Native)

About

Passionate about retail and team development, I thrive on driving success and fostering growth. With a knack for maximizing sales and inspiring teams, I'm dedicated to creating environments where everyone can flourish. Multilingual and with a degree in International Business, I bring a global perspective to every challenge. Let's make retail exceptional together.

BRANDS WORKED WITH

Abercrombie & Fitch Co

EssilorLuxottica

Gilly Hicks

Karen Millen

Loro Piana

Michael Kors

Experience



Area Manager

EssilorLuxottica | Dec 2019 - Nov 2023

- Oversaw Outer London area – 12 locations, 6 standalone stores and concessions. Combined turnover of 6M.
- Total headcount of 45+ employees.
- Record area in sales in 2021 +50% comp and 2022 +5% comp, new store opening and preparation for Mega store refit in 2023.
- Monitored daily sales, core KPI& soft KPI achievement across the areas identifying strength and opportunities with in. 5 Store Manager awards won for 2022 performance in categories- best sales vs comp, best stock take, best CRM capture, best lift in ATV, best SS.
- Assisted Retail Operations with project development team, trialed and rolled out-live SS availability, successful click and collect launch.
- Accomplished Top area for e-learning completion rate 2021/2022/2023.
- Delivered overall area NPS score of 95% and Mystery shop at 85%.



Store Manager

Michael Kors | Nov 2018 - Dec 2019

- Team of 15 with 2M turnover.
- Recovered YTD deficit by 25% over 6 month period..
- Enrolled new Service Leader training program to the rest of the management team in store and region.
- Reduced stores shrink by 30% over 3 month period.
- Delivered positive comp in 2019 and achieved ¾ quarterly store bonuses.



Flagship Assistant Operations Manager

Michael Kors | Jan 2018 - Nov 2018

- Team of 16 (stock supervisor, 10 BOH employees, 5 cashiers and head cashiers)
- Closed FY 2018 with positive spread 10 and conversion up by 15% vs. LY.
- In charge of stores Recruitment, scheduling, payroll submission.
- Ensured Health and Safety procedures are always complied with.
- The investigations of Customer Satisfaction Levels and resolving any issues;
- Ensured that stockrooms standards are in line with companies expectations.
- Maintained stock file accuracy and cleared any discrepancies.
- Organized clientelling events in cooperation with marketing team for Deloitte and Vogue UK reaching the set sales targets for the events.

Flagship Assistant Store Manager

Kors | May 2016 - Jan 2018

- Team of 25 including 3 supervisors, 14 M turnover
- Ensured an elevated level of sales and service is practiced by all associates; lead by example.

- As an acting up Store manager received a quarterly mystery shop of 92%.
- Ensure all sales-related policies and procedures are maintained daily.
- Demonstrated an in-depth knowledge of the merchandise, and develop product knowledge among selling staff, daily, weekly training sessions;
- eBuild and maintain repeat clientele by utilizing personal client book and assisting staff with utilizing theirs
- Oversaw physical security, store cash controls, and inventory management, store passing with excellence every LP audit.