



Natalie Bak-sheieva

Luxury/premium fashion retail management expert with 16 years of luxury sales training experience

📍 Winchester, UK

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Links

 [LinkedIn](#)

Languages

Italian (Basic)

Russian (Native)

English (Work Proficiency)

Ukrainian (Native)

About

Highly motivated and experienced in luxury fashion management with a growth mindset, passionate about developing effective sales strategies, building & training teams, and consistently delivering positive results. With 18 years of experience in luxury fashion management and 16 years of experience in conducting sales training, I have a strong foundation in cross-functional expertise in management, sales, negotiations, training and coaching, all of which can be harnessed for the company's benefit. My desire is to utilize this extensive experience and knowledge to foster growth and excellence in people, ultimately leading to outstanding performance.

BRANDS WORKED WITH

Bize Flagship Store

JiST premium denim shop

luxury fashion

Sport & Moda Ltd

Zoloti Vorota Corp.

Experience

● Project Manager

Bize Flagship Store | May 2023 - Aug 2023

- Orchestrated seamless store launch, ensuring successful operations from inception to implementation.
- Spearheaded management of the shop, delivering outstanding sales experiences to clients.
- Built a proficient sales team through meticulous selection, hiring, and comprehensive training.
- Achieved a remarkable 50% conversion rate through highly effective training and coaching.
- Achieved profitability within the store's 3rd month of operation without any advertising and promotion.
- Established and enforced shop standards to optimize operations, and ensure brand consistency and high-class customer service.
- Inspired and motivated employees through innovative recognition programs and incentives.
- Implemented an effective CRM system, driving customer retention and facilitating sales growth.

● B2B & B2C Sales Trainer

luxury fashion | May 2008 - May 2023

- Conducted uniquely tailored B2C and B2B training primarily in luxury fashion, including renowned brands like Yves Saint Laurent, Frette, Max Mara, and multi-brands such as Spazio with 150 luxury brands.
- Increased overall learning efficacy of training through integration of sales experience, latest research, and best practices.
- Utilized up-to-date training tools, methodologies, and educational findings.
- Motivated employees to take ownership of their professional and personal development.
- Maximized roleplaying and simulation exercises.
- Developed an efficient system of follow-up training.

● Managing Director

JiST premium denim shop | May 2008 - Sep 2018

- Selected and negotiated favourable delivery terms with stellar denim brands.
- Established and directed all business processes of the shop.
- Hired and trained sales staff, creating a highly client-oriented atmosphere.
- Developed and executed marketing campaigns resulting in high shop recognition and customer loyalty.
- Achieved exceptional profit within the first year and sustained success despite an unstable economy.

- **Marketing Director**

Zoloti Vorota Corp. | Sep 2007 - May 2008

- Successfully merged two hostile departments into a strong and efficient marketing team.
- Directed marketing campaigns, including brand creation, advertising, promotion, and events.
- Increased marketing qualified leads by 275% through effective landing pages.
- Introduced an efficient KPI system in the marketing department.

- **Managing Director**

Sport & Moda Ltd | Oct 1999 - Jun 2007

- Negotiated exclusive national distribution agreements with suppliers, including Escada Sport, Bogner, Speedo, and Head.
- Oversaw the opening of four retail shops.
- Developed and delivered sales training programs, expanding to other high-end boutiques.
- Updated training content to reflect the latest findings in social and cognitive psychology.

Education & Training

- **International Management Institute**

Master of Business Administration,