



Sophia Munro

Brand Consultant | Buying | E-Commerce | Trading | Brand Conception

London, UK

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Languages

English (Native)

About

A focused, driven, and creative retail specialist with over 14 years experience in fashion, buying, and e-commerce.

I have proven skills in planning, trading, data analysis, and content creation. My background includes global luxury brands right through to high street brands as well as small start-ups.

In my most recent role, I was the Senior Buyer at ASOS.com where I was instrumental in implementing forward thinking processes and improving the productivity and profit of multiple buying departments.

BRANDS WORKED WITH

Asos.Com Full-Time

Harrods Full-Time

Urban Outfitters

Experience

Senior Buyer

Asos.Com Full-Time | Oct 2012 - Aug 2021

Responsible for multiple branded menswear departments including UK High Street, European Heritage Brands, Accessories and Footwear, Grew the UK High Street department to one of the biggest within ASOS, with sales of over £100m+ and more than 3000 options.

Achieved YOY sales growth of +40% and improved intake and exit margin by +2%.

Reduced realised markdown by over 15% by bringing clear focus to the shape and flow of our ranges. Took ownership for the on boarding of Topman into the business resulting in over £15m incremental sales for the department.

Negotiated buying terms and pricing with multiple brands resulting in increased net margin and 56%+ intake margin.

Streamlined processes and approach to deliver above forecast results and profit.

Delivered regular trade and strategy updates to both internal and external senior management.

Regular buying trips across Europe, curating branded ranges for the ASOS customer and attending industry trade shows.

Conducted regular interviews and assessment days for buying roles across the divisions.



Junior Buyer

Urban Outfitters | Jun 2009 - Oct 2012

Set up and ran 'Mens Accessories' as its own individual department. Delivered sales of +70% YOY.

Outlined the sales targets, intake forecasting and markdown strategy for over 300 seasonal lines. Worked across own development and branded product.

Regular solo trips to the U.S. for product development and to meet US counterparts.

Reported directly into the Retail Director.

Buyers Admin

Harrods Full-Time | Oct 2007 - Jun 2009

Worked as the Buyers Admin across the Perfumery and Cosmetics departments. Helped to facilitate the team to achieve record breaking sales.

Moved onto the Mens Designer & Casuals department as senior BA. Organised the purchasing of multiple high volume, high value lines.

Education & Training

2002 - 2005 ● University of Derby

Bachelor of Arts - BA, Fashion Design & Communication