



# Richenda Burrows

Merchandising/Allocation/Styling

Manchester, UK

[View profile on Dweet](#)

## Languages

English (Native)

## About

Experienced Merchandising Admin Assistant with Allocating experience. High reputation for exceeding performance benchmarks in retail settings. Expertise in Product Placement, visual merchandising, styling, product placement and Stock management. Independent worker with great communication and organizational skills. Comfortable collaborating in team environments. With Senior Sales experience, I was consistently meeting or exceeding sales targets for my store. Personable and persuasive with exceptional sales prowess and effective communication skills. Assesses customer needs and delivers individualized recommendations to foster satisfaction. Highly adaptable and able to cross skills over into a new role that involves styling.

### BRANDS WORKED WITH

Boohoo Plus (Manchester)

Karen Millen (Boohoo - London)

New Look

River Island

## Experience

### MERCHANDISING ADMIN ASSISTANT

Boohoo Plus (Manchester) | Jan 2021 - Jan 2023

Plus department including all clothing, swimwear, lingerie and night-wear

- Maternity & Tall department
- Responsible for creating rebuys, cancellations and amending purchase orders
- Actioning re-prices and markdown changes
- Changes to supplier revised delivery dates and amending orders
- Sending Barcodes out to suppliers.
- Supporting and collating reports on brand performance, best sellers and trade reporting for Merchandisers.

### MERCHANDISING ADMIN ASSISTANT

Karen Millen (Boohoo - London) | Jan 2021 - Apr 2021

Assisting and supporting the merchandising and buying team for designated departments (Formal, tailoring and leather, Denim and casual

- Responsible for creating rebuys, cancellations and amending purchase orders
- Actioning re-prices and markdown changes
- Changes to supplier revised delivery dates and amending orders
- Sending Barcodes out to suppliers.



### ALLOCATOR

New Look | Sep 2019 - Dec 2021

Planned and coordinated product availability for advertising and promotion purposes.

- Managed replenishment of current styles to boost inventory productivity by channel.
- Developed allocation strategies to maximize sales and minimize markdowns.
- Generated sales-to-stock reports to monitor store inventory levels.
- Reviewed and analysed weekly business results to identify solutions.
- Works with Ecom team to manage stock



### SALES/SENIOR SALES ADVISOR

River Island | Aug 2012 - Aug 2019

Approached browsing customers to initiate conversations to determine buying preferences.

- Coordinated restocking of sales floor with current merchandise and accurate signage for current promotions.
- Used POS system to process sales, returns, online orders and gift card activations.

- Refunded payments for returned items, processed exchanges and offered store credit to achieve customer satisfaction.
- Balanced and organized cash register by handling cash, counting change and storing coupons.
- Actively engaged customers to provide general assistance and information on store merchandise.
- Informed customers of current store promotions to encourage additional sales purchases.
- Employed strategic tactics such as cross-selling and upselling to drive sales.
- Folded and arranged merchandise in attractive displays to drive sales.
- Answered questions about store policies and addressed customer concerns.
- Used consultative sales approach to understand customer needs and recommend relevant offerings.
- Sorts and stocks products on shelves and in the backroom.
- Maintains an accurate log sheet of daily moves, scanning inventory, and counting accurately.

## **Education & Training**

---

- 2014 - 2017 ● **University College Birmingham**  
Foundation Degree, FDA Specialist Hair and Media Makeup
- 2013 - 2014 ● **Kingston College**  
Distinction, BTEC Level 3 Production Hair and Makeup
- 2012 - 2013 ● **South Thames College**  
Distinction, Level 2 Hair and Media Makeup