



# Cesar Rodriguez Laso

Team Leader

📍 London, UK

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## Languages

English (Fluent)

Spanish (Native)

Italian (Basic)

## About

Hard-working professional with 7 years of experience in retail, sales, personal shopping and management roles in the UK and abroad. Focused on excellent customer service and driving goals forward. Gained valuable skills in training and developing high performing teams and motivated customer-focused employees. Every client, colleague and company taught me something that crafted the problem solving person with a strong eye for detail and people-oriented that I am today.

### BRANDS WORKED WITH

Decathlon UK

H&M

IKEA

Lookiero

ZARA

## Experience



### ● Team Leader

Lookiero | Mar 2020 - Now

Provided training, leadership and direction for supervisors and personal shoppers:

- Trained and supervised over 60 PSs and SVs between office and remote teams.
- Performed figures follow-up and implemented action plans in order to achieve monthly and annual targets resulting in the improvement of the company KPIs.
- Drove and taught styling strategies to meet and exceed our client's expectations.
- Created presentations and stock reports to coach in fashion and trend awareness.
- Developed different channels and tools to update the teams with feedback and performance reviews. Being supportive, working on the strengths and opportunities of each individual.
- Built and developed good team environment and rewarding work experience.
- Organized team building events.
- Worked as personal shopper styling my regular and new clients to know first-hand the latest trends and necessities of our customers and market.
- Collaborated with different departments (Buying, Marketing, Business development...) for the benefit of the styling team and customer experience.
- Assisted the UK buying team with product and market knowledge and helped to find new brands and choose stock (showrooms, B2B...) for different target clients.
- Interviewed new talent to join our great styling team in the UK.



### ● Personal Shopper and Supervisor

Lookiero | Oct 2018 - Feb 2020

Worked as a personal shopper online empowering women's style and confidence.

- Selected garments creating outfits that flatter the customer's silhouettes and suit their style, lifestyle and colouring.
- Developed strong customer relationships providing personalized notes explaining the selection made for her.
- Planned my time to achieve the goals of productivity and satisfaction of my job.
- Trained in commercial techniques and styling best practices to other PSs.



### ● Commercial and Visual Merchandiser

ZARA | Jan 2018 - May 2018

Worked as a commercial and visual merchandiser in ladieswear department at the biggest flagship store of Zara in the UK.

- Planned the commercial and visual activity of the store in a daily/weekly and seasonal manner.
- Identified and developed creative and visual ideas for the store.

- Analyzed daily sales report and reacted to it with action plans accordingly.
- Controlled stock levels in store/stockroom and managed orders accordingly.
- Organized the floor team on their daily tasks
- Trained sales advisors to become visual merchandisers
- Supported customer service with product and knowledge about new arrivals, replenishment of best sellers and alternatives.
- Overlooked the merchandising on the shop floor and indoor mannequins.



### ● Visual Merchandiser

H&M | Aug 2016 - May 2018

Spent the first six months working in the delivery department, for the next three months moved to the ground floor as sales advisor while training to be a visual merchandiser, role developed in menswear and ladieswear departments for one year.

- Performed sales follow-up and developed actions to reach sales targets and to increase customer satisfaction.
- Created an environment to inspire customers.
- Managed teams of 5-10 people to relocate collections and new stock
- Created a clear and exciting narrative from windows to main areas with wearable buying suggestions.
- Ensured immaculate and attractive presentations of items with good garment care.
- Launched and maintained campaigns and activities on time.



### ● Cashier

Decathlon UK | Jun 2016 - Aug 2016

Temporary summer position between graduation and London.

- Reconciled daily cash flows;
- Trained on customer service on till i.e., refund policies, warranties and complaints.



### ● Sales Advisor

IKEA | Jun 2015 - Aug 2015

Temporary summer position.

- Managed merchandise orders for stock and customers;
- Maintained the appearance of the shop floor;
- Trained on customer service on shop floor.