



Ray Barron

Reliable, resourceful, professional, a multitasker - a great business asset

📍 London, UK

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Languages

English (Native)

About

An experienced Sales/Marketing Manager who is highly self-motivated and organised, with constant views on sales growth, profitability, reporting and obviously achieving targets. Collaborating with high street outlets/online on designer, luxury branded products and own label. With a strong outgoing and friendly nature has helped to develop B2B relationships which have proved to be sustained over years, as well as creating strong internal teams. I am viewed as an excellent, respected manager who is reliable, resourceful, professional, a multitasker who is a great business asset.

BRANDS WORKED WITH

- 1927 Ltd Full-Time
- Apt Collections Full-Time
- Bidbi.Com Contract
- Boden / Charles Tyrwhitt
- Duffyny Full-Time
- Portobello Dance School
- Trendstop.Com (Temporary Contract) Contract

Experience



● Sales/Marketing/Comms Manager

Portobello Dance School | Nov 2021 - Now

- Supporting a children's charity to develop new channels for it's services/products.
- Networking and creating awareness of the school and increasing attendance. Managed and improved Social Media and own website.
- Created and implemented new business documentation to achieve new recording of data in compliance with GDPR.
- Work directly with Operations Manager and Board of Trustees to ensure smooth and efficient school running.



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● Business Growth Consultant

| Sep 2020 - Dec 2020

Business Growth Consultant

- Supporting an exciting new business to develop new sales channels for its products.
- Sourced brands, P.O.S. for the launch of new outlet - Supervised store fit out.

- Achieved implementation of new packaging and transport procurement process - Managed development of DIY kit boxes, based on COVID-19 impact.
- Multi-site team management.
- Created and achieved smoother ordering process with existing suppliers.
- Implemented company management information packs – sales and research.

● Sales and Marketing Manager - Luxury Designer Brand

Duffyny Full-Time | Jul 2019 - Apr 2020

- Developed and achieved team collaboration on digital marketing strategy targeting luxury retailers - awareness, traffic, engagement and revenue.
- Create, execute content and messaging strategy across all platforms inclusive of ecommerce, social media, seasonal campaigns, email.
- Drive social strategy and execution across owned and operated platforms inclusive of influencer and internally created content ensuring engagement.
- Range Planning and Design Production, New category introduction. Forward yarn commitment and territory price setting.
- Sourcing new territory agents – Blender, Service-Moda (RU)
- Timely execution of all marketing plans and projects to ensure growth and profit goals were achieved.
- Instore training for retail staff and attend store consumer events – Anne Furbank, Hamish Munroe, Regatta, 140.
- Opening new projects/doors - Fenwick. KaDeWa Group, Lodenfrey, Bazar de l'Hôtel de Ville, Printemps, David Jones (AU), Atterley, Marketplace (Harvey Nichols)
- Developed programmes that targeted new and existing customers resulting in database growth and increased value from existing customers.
- Led trade show attendance – Revolver, Supreme, Scoop, Who's Next, Tranoi, Coterie.
- Engaged P.R. Company – Fluorescent PR.
- Developed strategy for brand-right media and event initiatives that drive awareness, acquisition, retention, engagement, and revenue.
- Innovate new business development through customer co-op opportunities. Grew 'own label' / 'exclusive' business – Zalando Trilogy, Harvey Nichols, Selfridges, NET-A-PORTER, White Company
- Regular national and international travel.
- Inventory management and revenue reflection with protecting DUFFYNY identity – Dress-for-Less, Brand Alley, TheOutNet, Yoox see less

● Brand/Marketing/Sales Manager

| Jan 2013 - Jul 2019

- Responsible for seasonal sales on various brands - womenswear, footwear, homeware and accessories.
- Account management of UK/Eire existing and potential customers.
- Created and managed social media channels for Diane Sykes
- Range presentation – Showroom and trade shows.
- Brand responsibility – FTC Cashmere / Fee G / Laurel / Marc Aurel / Eliza Jane Howell / Kate Spade Footwear / Colors of California / Save My Bag / Mariella Rosati.
- Attending selected trade events within Europe for B2B and B2C - Scoop / Pure / Micam / Harrogate / White Gallery
- Established a 'pop-up' store in central London, managing site selection, logistics, staff, and store day-to-day running - Save My Bag
- Tailoring product/services to customer types/groups.
- Conducting trend analysis and sourcing of new brands requiring UK marketing representation with Directors. see less

● Senior Sales Manager (Temporary Contract)

Bidbi.Com Contract | Jul 2012 - Dec 2012

- Branded cotton canvas bag design and manufacture. Overall responsibility for acquiring new customers and management of existing customer base.
- Developed bespoke products for clients as an eco-friendly alternative. Established own label working with House of Fraser/Debenhams

● Account Director

Trendstop.Com (Temporary Contract) Contract | Feb 2012 - Apr 2012

- Trend innovation agency for fashion & lifestyle brands. Plan and carry out professional account management with existing customers leading to sales growth.
- Responsible for acquiring new business, customer retention and meeting team targets. 5 team member workloads to allocate.

● Business Merchandise Manager

1927 Ltd Full-Time | Jan 2010 - Dec 2011

- Managed sales of Mens/Womens/Footwear High Street premium and designer brands - Juicy Couture, See by Chloe, 7even of all Mankind, House of Harlow, Junk de Luxe, Sam Edelman, Kors by Michael Kors.
 - Liaised and marketed to e-commerce sites, creating a new business sector from conception.
 - Created procedures to ensure smooth running and best efficiency in the newly created e-commerce avenue.
 - Worked with traditional pan European Bricks and Mortar boutique/Department store groups. Continual search for new outlets and business building.
 - Responsible for delivering weekly sales/return on investment (ROI) reports, as well as Board Meeting reports to improve decision making. Budget forecast and payment management.
 - Co-ordinated and managed the creation and on-going management of own outlet stores in Mainland Europe. Oversaw the replenishment/staffing/promotional activities remotely and incurring regular travel.
 - Managed team - allocating workloads, training and development. Worked with Supply Chain to develop better internal business skills, and sourced potential enterprise resource planning (ERP) suppliers and overseeing the business move. Working with companies to develop/source new customer relationship management (CRM) systems. Co-ordinated company website, www.1927london.com, and instigated the company launch of branded cart sites for current and past season products. Working with developers to overcome barriers to sale and continual analytics. Responsible for product selection, web content and assist on all marketing and media channels/Social media and advert build. Led representation of client's brands at National and International Shows (B2B and B2C), including London Fashion Week (LFW). Sales £3.1 million and approximately 4700 customers own database.
- see less

● Business Development Manager

Apt Collections Full-Time | Nov 2006 - Sep 2009

- Brand Managed portfolio of 4 young directional international Women's brands aimed at mid-market high street; Cream/Easy Comfort/Kaffe/Soho and Jagger. Assisted on in-house brands; Claudia Strater/Passport/Taifun/Tom Bowker/Verse.
 - Tasked to launch Cream and Kaffe in UK. Achieved record sales for 2007 to 2008. 140 new accounts. 475k gross per season. Steadily increasing with new and repeat business. Grew Easy Comfort Outerwear from 40 to 120 accounts. Average turnover 370k per season.
 - Responsible for all aspects of brand marketing and merchandising. Development of customer and prospects database. Instigated direct mail and email campaigns. Liaised with Press/PR at all levels from National to Regional, Trade and On-line for brand awareness.
 - Led agents UK wide. Devised own reports for commission payments based on territories, sales levels and stock remainder.
 - Managed small team of staff, allocating workloads, training and development, intern/temporary and permanent.
 - Led Trade Fair attendances (A.I.S., Pure, Moda). Developed creative look for stands, directed stand builds, logistics, training and staffing levels.
 - Project Managed relocation to new London Showroom and separate Admin Office. On-going management of all aspects of new sites. Including telecommunications, I.T. and office restructure, and constant cost awareness.
 - Instigated cost effectiveness/profitability of showroom. Sourced event companies to hire venue when unused in-house.
 - Assisted on development of in-house own label ranges. Critical path management / Trend analysis.
- see less

- **Assistant Events Manager**

Boden / Charles Tyrwhitt | Jul 2003 - Nov 2006

Created a successful programme of events including sourcing venues and organising all logistics. Responsible for clothing and accessories stock selection and managing detailed budgets and targets. Mentored and developed staff members. Responsible for staff recruitment – Agency and Regional/Seasonal contacts