



Samuel Field

Digital Private Clients Manager
| Galvan London

📍 London, UK

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Languages

English (Native)

About

As a Digital Private Clients Manager at Galvan London, I have over five years of experience in developing and nurturing high-value customer relationships in the luxury fashion industry. My mission is to provide personalised and exceptional service to our VIP clients, and to increase sales and revenue through our online personal shopping platform.

I have a proven track record of devising and implementing effective customer outreach methods, analysing customer data and segmentation, and establishing strong personal relationships with clients. I have also been nominated for multiple Icon Awards for my excellence and innovation in digital technology and customer service. I am passionate about delivering the best luxury customer experience and creating loyal and satisfied customers for Galvan London.

BRANDS WORKED WITH

- Galvan London
- Roland Mouret
- Burberry
- Lake of the Woods & Greenwood's Camps
- Witchery Fashions Pty Ltd
- Hollister Co.
- Dukes

Experience



● Digital Private Clients Manager

Galvan London | Dec 2021 -

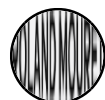
- Develop the Private Client base by nurturing existing clients, reactivate lapsed clients and develop personal relationships with new high value clients to the business
- Devise and implement effective CRM strategy to be executed throughout the year to engage with all clients
- Drive sales through the personal shopping service, identifying new opportunities and actively reaching out and engaging with VIP's
- Work closely with the retail team to follow customer journey and ensure clients are receiving a seamless, consistent experience across all channels
- Regularly review and analyse sales data to better understand success of client management and activities to proactively frame and provide thorough reporting on set KPI's



● Private Client Executive

Roland Mouret | Jan 2019 - Nov 2021

- Develop the Private Client base by nurturing existing clients, reactivating lapsed clients, and developing personal relationships with new, high-value prospects, to introduce them to the Private Client service.
- Drive sales through our personal shopping service, identifying new opportunities and proactively contacting VIP's.
- Devise and implement effective customer outreach methods to engage potential clients and reconnect with lapsed customers
- Establish strong personal relationships with clients to encourage customer loyalty and increase revenue.
- Work closely with the retail team to follow customer journeys and ensure clients can shop all three stores seamlessly.
- Provide thorough reporting on set KPI's



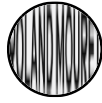
● Client Relations Executive

Roland Mouret | Dec 2017 - Dec 2018

- Develop the Private Client base by nurturing existing clients, reactivating lapsed clients, and developing personal relationships with new, high-value prospects, to introduce them to the Private Client service
- Analyse customer data to implement a segmentation strategy to execute across multiple touchpoints
- Establish strong personal relationships with clients to encourage cus-

customer loyalty and increase revenue

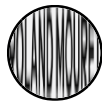
- CRM support through ESP agency/e-marketing suite and online management of database and segmentation
- Provide thorough reporting in set KPI's, including revenue, client list, lifetime value, frequency of purchase etc
- Work closely with the retail team to follow customer journeys, and ensure clients can shop all three stores seamlessly
- Assist with customer events as required, ensuring prompt follow-up with attendees



● **Client Relations & Ecommerce Coordinator**

Roland Mouret | Apr 2015 - Nov 2017

- Online Database retention, maintenance & segmentation
- Planning and delivering CRM strategies across the company encouraging customer retention and customer loyalty
- Global Customer Service for all brand customers, retail and wholesale.
- Aftersales support and management
- Website content updates through CMS systems
- Oversee order fulfilment from the online store and manage returns procedures



● **Ecommerce Operations Assistant**

Roland Mouret | Oct 2014 - Mar 2016

- Ecommerce, trading & order fulfilment team operations
- Website & CMS Management and updates for all online content and products through CMS systems
- Coordinating online stock deliveries and product uploads onto digital flagship store
- Production & management of Ecommerce assets
- Online Customer Service



● **Digital Advisor & Sales Associate**

Burberry | Oct 2012 - Oct 2014

- Drive the stores digital presence and sales, increasing year on year sales vs targets
- Train new members of the store team on digital practices and track their progress through sales and reports
- Develop a strong sense of digital awareness with customers and fulfil and exceed their needs and expectations
- Weekly briefings and trainings for all store team



● **Sales Associate**

Burberry | Oct 2011 - Oct 2012

- Working alongside an international team to effectively deliver a point of difference customer service in a leading luxury retailer
- Meeting and exceeding personal and store targets
- Proactively clientele and develop a client book to increase customers annual and lifetime expenditure

● **Media Co-ordinator and Camp Counsellor**

Lake of the Woods & Greenwoods Camps | Jun 2011 - Aug 2011

● **Menswear Manager**

Witchery Fashions Pty Ltd | Dec 2010 - May 2011

- Customer service, building and retaining loyal customers
- Follow and drive sales, and keep the floor well stocked/presented at all times
- Meeting and exceeding budgets/store expectations



● **Stock Manager**

Hollister Co. | Aug 2009 - May 2010

- Develop and collaborate with a strong ever-changing team
- Stockroom maintenance to the highest of company standards
- Working within a dynamic and growing Managerial team

- **Web Assistant & Camp Counsellor**

Lake of the Woods & Greenwoods Camps | Jun 2008 - Aug 2008

- **Web & Social Media Coordinator & Graphic Designer Assistant**

Dukes | Apr 2007 - Jan 2013

- Developing the bands image and online presence through social media
- Assisting with the organisation and promotion of music releases and events
- Communicating with management to create and implement strategies
- Assessing and evaluating data results from online campaigns and presenting information for future opportunities

Education & Training

2007 - 2007 ● **Music and Audio Institute of New Zealand**

Diploma in Music and Events Management,

2002 - 2006 ● **Christ's College, Canterbury**

NCEA Level 3 & University Entrance,