



Marie Cadiente

UK Sales Manager

📍 London, UK

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Languages

English

About

I am a self-motivated and progress-driven National Account Manager with an extensive background in the beauty industry. In my previous role, I exercised sales growth, business acumen and relationship building in contribution of team efforts and organisational improvements. Throughout the course of my career, I have acquired many of my skills through my experiences through my employment and feel that I have many transferable skills that would benefit an employer, which include:

- Strategy / P&L Ownership / Category Management / Negotiation / Relationship building
- Strong sales focus / KPI delivery / Business development / Analysing and reporting
- Innovative event planning / Development and execution / Evaluate risk and ROI in eventing
- Confidence and effectiveness in dealing with people / Communication skills
- Leadership / Staff training / Mentoring / Succession planning
- Prioritise workload / Time management / Quality control / Organisation / Problem solving
- An aptitude to work both individually and as part of a team with self-motivation

BRANDS WORKED WITH

- Antipodes
- bare Minerals
- Blink Brow Bar
- BOBBI BROWN
- Compton Hair & Beauty
- Fresh
- MADARA Cosmetics
- Skin Research

Experience



● UK Sales Manager

MADARA Cosmetics | May 2021 - Now

Madara Cosmetics - Position Highlights

- Develop and lead the commercial strategy for the UK market.
- Full ownership of P&L - managing sales performance, target, and budget
- Plan, develop and implement Joint Business plans with partners to drive profitable sales
- Maximise NPD launches and nation-wide marketing campaigns with all accounts.
- Build, optimise and track yearly promotional plans for all accounts
- Developing and maintaining strong relationships with both buyers and internal stakeholders.
- Ensure timely and on brand execution of all product launches and digital marketing.

● National Account Manager & International Partnerships Manager

Skin Research | Jul 2019 - May 2021

Skin Research - Position Highlights

- Aided strategic decisions with Commercial Director
- Business Development and Partnerships in UK and other markets (Europe, Middle East, China and Australia)
- Project manage SRG Brands Distribution – connecting niche skincare brands to distribution partners / buyers
- Involvement in NPD to create bespoke client products
- Achieving retailer sales growth targets and overall client growth, and satisfaction.
- Building and developing strong long – lasting relationships with retail accounts and partnerships
- Work in partnership with CEO, Commercial Director, Production, Marketing and Finance teams to ensure alignment in all wholesale elements
- Creation and delivery of Skin Research training for partners and sales team.



● Key Accounts Expert UK

Antipodes | Dec 2018 - Jul 2019

Antipodes - Position Highlights

- Developing and building relationships with key account retailers.

- Working with the International Business Development manager to identify opportunities in UK and EU markets.
- Achieving retailer sales growth targets and overall client growth, and satisfaction.
- Participate in monitoring and maintaining JBP with key accounts
- Weekly visits to 6 High Value Retailers to manage sales, inventory, stock orders and visual merchandising
- Train and mentor retail staff on the 'brand story' and product knowledge.



- **Store Manager**

BOBBI BROWN | Jun 2017 - Dec 2018

Bobbi Brown - Position Highlights

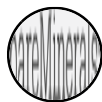
- Orchestrated the opening of the first global Bobbi Brown Pro Studio in Soho, London.
- Manage a team of 11 staff – 5 Managers and 6 Retail Artists
- Monitor store profitability and formulate sales strategies to drive business and achieve sales plan
- Plan, coordinate and execute in store events to ensure sales opportunities are maximised.
- Manage, lead, and monitor team's KPI performance through consistent feedback, coaching, development plans and performance reviews.

- **Boutique Manager**

Fresh | Nov 2015 - Jun 2017

Fresh - Position Highlights

- Led the new opening store to achieve sales plan consistently on a daily, weekly and monthly basis.
- Closely monitor stock holding levels, raise and rectify stock issues and ensure 100% availability.
- Build, develop and retain the entire team by providing continual coaching and follow up through various communication tools.
- Increase profitable long-term customer relationships within the new brand by giving exceptional hospitality and luxury service to drive business back into the store.
- Work in coordination with Area Sales Manager, Marketing, Visual Merchandising and PR to increase brand awareness for the store.
- Oversee the business performance of Fresh - Marylebone High Street (Flagship)



- **Boutique Manager / Business Manager**

bare Minerals | Sep 2012 - Nov 2015

Cosmetics September 2012 – November 2015 Boutique Manager / Business Manager Bare Minerals - Position Highlights

- Develop achievable business plans, formulate strategies to drive business and achieve weekly, monthly and annually sales targets.
- Monitor beauty ambassador's performance in line with company's key performance indicators and coach in areas of improvement on a weekly and monthly basis
- Monitor stock management to ensure optimum stock levels.
- Train, coach and develop beauty ambassadors on product knowledge and selling techniques on key products
- Ensure that company's philosophy of the Girlfriend Experience is implemented on a day to day basis with team

- **Sales Manager**

Compton Hair & Beauty | Aug 2009 - Sep 2012

Hair Sales & Services August 2009 – September 2012 Sales Manager



- **Receptionist**

Blink Brow Bar | Oct 2008 - Nov 2009

Beauty Services October 2008 – November 2009 Receptionist