



Rosie Roscoe

Retail Director

📍 London, UK

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Languages

English (Native)

About

I have over 10 years experience in retail management including managing departments in some of the most prestigious luxury department stores in the world and handling annual turnovers of upwards of £7 million. I've worked on a number of high profile projects involving several concept stores and pop-ups such as The Kurt Geiger London Boutique in Selfridges in 2018. I also contributed to the launch of the Sneaker Gallery concept in 2018. During the lockdown of 2020, I launched my first business, Athena London, a luxury stationery brand. Independently managed all aspects of business from branding, product design and marketing to ecom website design, customer service and order fulfilment.

BRANDS WORKED WITH

Athena London Stationers Limited

Selfridges

Liberty London

Kurt Geiger

Experience

● Founder

| Jan 2020 - Now

Managing all aspects of the business including Design, Marketing, Social Media Management, Product Development, Customer Service, Operations and Order Fulfillment.



● Liberty London / Interim Department Manager

Liberty London | Oct 2019 - Dec 2019

Managing department in absence of a GM. Assuming accountability for store profitability, service satisfaction and general store operations. Responsible for stockroom management, creation of rotas, ensuring adequate shop floor head-counts at peak times.



● Ladies Shoes / Department Manager

Selfridges | Oct 2015 - Jul 2019

Assisting senior management with all aspects of running an extremely fast-paced £7mil+ annual turnover department. Assuming accountability for store profitability, service satisfaction and general store operations. Directly managing a team of 15+ and independently overseeing the entire shoe galleries in the absence of senior management. Assisted in the launch of several new projects including a new concept boutique and sneaker room. As a multifaceted retail professional, I managed HR tasks including recruitment, onboarding, and performance reviews, ensuring team compliance with best practices and safety standards. I expertly handled trade reports and operational duties, optimising stock levels and implementing money mapping strategies to enhance visual merchandising and profitability. My strong customer service skills were evident in delivering exceptional luxury service, clientelling, and resolving complaints with discretion. I maintained high shop floor standards, planned effective rotas to meet peak demands, and reacted dynamically to staffing needs across departments. By analysing business data, I identified priorities and coached my team to achieve company targets, including financial KPIs and customer satisfaction metrics.

Education & Training

● Bocconi University

Managing Fashion & Luxury Companies,